

Current Objective & Interest
Expertise

To explore & create applications, extensions, and social experiences of transactions & networks that intertwine and transcend our digital + physical tactile interactions.
User Experience, Usability & Interaction Design; Product, Strategy & Vision Management.

WORKS IN HIGHLIGHT

Sr. Interaction Designer
Yahoo!

Design and manage the consistent usage of ‘framework’ shared components across the sub apps of the Yahoo! advertiser and site/publisher’s online exchange application. A stock market equivalent exchange for the online advertisement exchange. Manager: Chris Jaffe (Aug.-Jan. 2008), Philippe Piernot (Aug. 2007 – ...; ~20 ppl team).

Design Lead
GE Healthcare –
Medical Imaging
Work Station

Understand user, design, develop, & evaluate next generation medical imaging system - how primary users will interact with our software application, and how next gen hardware input device used for software manipulation and diagnostic dictation would holistically compliment users’ work flow. Product presents at RSNA 2007. Clients: Mark Morita, 6 person HCI team. January – August 2007.

Music Box Designer
Reverse Alarm Clock
for Young Children

Help parents be better parents. With the University of Eindhoven, Netherlands, design and user test a prototype of a wake up system/alarm clock for the home of a dual income family with young children (3 – 6 yrs). Press attention. Supervisor: John Zimmerman (4 person team), Fall 2006. [Link](#)

Project Manager
DARPA – Interactive
Visualization

Design, prototype, and test user experience of GUI that visualizes distribution of tasks and workflow among up to 100 simulated computer agents. DARPA Coordinators Multi-Agent Distributed System, present in DARPA conference summer 2007 (Fall 2006) [Link](#)

AWARDS & RECOGNITION

Yahoo! Rock Star
Press

Market Product Division User Experience Design award. December 2007.
“Reverse Alarm Clock” May 2007: Associated Press, Business Week, Science Daily, Centre Daily, Engadget, CNET, WTAE TV

Ecological Design
Conference

Presenter of “WYSIWYG - interior activities of Sydney Opera House translated onto the Sydney Harbor through floating/networked energy collectors.” (Ecological Design Conference, the Unstoppable Wave; San Francisco Institute of Architecture 2003; Press @ NYFA Interactive (NY Foundation for the Arts) July 2, 2003) [Link](#)

EDUCATION

Carnegie Mellon
University
Cornell University

Masters in Human Computer Interaction (Fall 2006-Aug 2007)
GPA 4.0

B.A. Architecture – Degree Marshal (top 2 GPA, 2006)
Minor Information Science
Business Management, Finance & Marketing Certificate in AEM (2006)

International
Baccalaureate

IBH Psychology • IBH/AP Art • IBH/AP French • IBS Biology • IBS/AP Math • IBS/AP English
(Fall 1999 - Spring 2001)

SKILLS

Software &
Prototyping

Adobe Photoshop • Image Ready • Illustrator • InDesign • Premiere • Expression Design • Alias Maya • AutoCAD • GIS • SketchUp • Macromedia Dream Weaver, Flash, Director • Form.Z, Rhino (basic) • Laser cutting & 3D Milling model construction technology • SurfCam • Mastan 2 • Concurrent Version Systems • Virtual Networking Computing • Microsoft Visio, Visual Studio

Usability Research &
Testing Methods

Affinity Diagram • Cognitive Walkthrough • Contextual Inquiry • Contextual Design (Sequence, Flow, Physical & Cultural models) • Cultural Probe • Diary Study • Experience Prototype • Heuristic Evaluation • Keystroke Level Modeling (GOMS) • Mood Boards • Persona • Think Aloud • Wizard of Oz

Computing Scripts &
Languages

XHTML • CSS • PHP • MATLAB (programming & info visualization) • Visual Basic • WAP • Action Script • programmed before in SQL • JAVA • C# • Pascal • Lingo

Foreign Language

Conversational proficiency in English, Mandarin, French (7 yrs; immersed at Belgium & Paris), Taiwanese / Minnanese (basic), Japanese (basic)

Internships

Urban America of NJ ‘04, GLC Enterprises ‘03-‘04, H+F Architecture ‘04-‘05, Artech Architects ‘01

ADDITIONAL WORKS IN HIGHLIGHT

INTERACTIVE SYSTEM DESIGN

<i>Project Manager</i> Mobile Apartment Locator & Listing	Design, implement, user test & propose a business model for a mobile phone location base application. (Supervisor: Norman Sadeh. 4 person team. Spring 2007.)
<i>Thesis</i> CU-Talk & CU-Network	B. Architecture thesis in collaboration with the Information Science Department and the Human Computer Interaction Lab; virtual + physical networking ecosystem to engage Cornell community with research/similar interest groups and global, social trends/news; Co-design, evaluate a prototypical academic social networking interface connecting students, faculty, staff, alumni of similar interest group/outreach/research groups/... (Summer 2005 – Spring '06; supervisor Nicholas Rajkovich, Geri Gay, Paul Andersen) Link

COMPUTING

<i>Designer & Programmer</i> National Science Digital Library Blog	Design, program, evaluate a weblogging system with a National Science Foundation research team based on WordPress technology. (Fall '05: National Science Digital Library, Elly Cramer) Link
<i>Principal Investigator</i> Art Department Web page	Initiate, develop, design, & manage online gallery of artworks created for around 300 students from 5 th to 12 th grade. (1999-2001; 2002: supplied a new design/format)

ARCHITECTURE

<i>Designer</i> GLC Enterprises	Co-design & develop website; create/prepare 3D renderings, presentations, urban design layout, packaging of brochure/pamphlet materials; participate in meetings with various clients. (City of Industry, CA; summer 2003, winter 2004)
<i>Designer</i> Hodgetts + Fung	Graphic design; material inventory management (Culver City, CA; winter 2004-5; with Craig Hodgetts & Ming Fung)
<i>CAD Monkey</i> Artech Architects	AutoCAD contractor submission layout & material inventory management (Taipei, Taiwan; winter 2002-3; Kris Yao)
<i>Design Lead</i> Bergenline Revitalization Project	Feasibility and design planning proposal, a joint architecture studio with the Graduate Real Estate program at Cornell for Urban America of New Jersey. (Spring 2004; Henry Richardson) Link

SERVICE

<i>Business Consultant, PI</i> Sustainable Tompkins – Green Resource Hub	Develop marketing plan to consult and network residential homeowners/potential home buyers with local renewable energy installation & energy efficient contractors. Acceptance to present business plan to board of directors. (Summer 2006; 4 ppl team)
<i>Vice President '99</i> <i>Secretary '98</i> Orphanage Club	Document club activities; setup, organize, sell at book and event fairs organized by the club – clothing and miscellaneous donated items; take orphans on weekend outings; organize inventory, prepare, package, and mail donated, bought items / foods to people in need in Asia & Africa; around 100 members; Member since 1996-2000
<i>Chair Person '98-2000</i> Blind School English Tutoring	Prepare teaching course outline; teach & interact with blind students; in charge of 20-30 members; organize end of semester parties, and one day school exchange, take students along through a day at Taipei American School; Member since 1996-2000
Solar Decathlon	Involvement in writing competition proposal/application for the Cornell team to participate (Spring '04)
Habitat for Humanity	restoring dilapidated houses for disadvantaged people; Cornell Chapter (Fall 2002)
Other Awards	National Scholars Honor Society (2006) • National Scholastic Collegiate Scholars (2002) • Dean's Honor List for Outstanding scholastic performance (2002) • Excellence in Visual Art '01 • IASAS '01 Arts Convention Representative • Excellence in Music '99 • Conductor's Award '98 •

Nina Shih

Varsity Cross-Country '98-'00 • Service to Others Award '98, '99, '00

Life Activities

Hiking a 19 mile roller coaster hill • white water rafting • racquetball and badminton • urban bike trailing • experience Architecture • passively considering how to fulfill the life to the fullest.
