Simon An

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EDUCATION

Purdue University
B.S/ B.A

Major: UX Design - Political Science | **GPA**: 3.85 | **Expected**: May 2027
Minor: Anthropology - Management - Russian
Technical Skills: Figma, R, HTML, C++, R, Illustrator, Photoshop, Python, CAD, AdobeXD, ArcGIS.
Research Skills: User Interviews, Usability Testing, A/B Testing, Survey Design, Prototyping, Comparative Analysis, Journey Mapping, Heuristic Evaluation, Quantitative Analysis, Qualitative Coding

EXPERIENCE

Website Designer

Dr. J. Peter Moore, West Lafayette, IN   August 2025 – December 2025

- Developed, and launched a fully hosted digital portfolio for Dr. J. Peter Moore, showcasing seminar courses, letterpress projects, and small-press publications, creating an engaging and intuitive user experience.
- Translated print and literary content into an interactive online format with multimedia elements highlighting student works and special-edition books.

UX/UI Designer

PrintBay, West Lafayette, IN   May 2025 – August 2025

- Led the end-to-end redesign of the PrintBay Studio webpage for Purdue's official website, conducting research, sketches, wireframes, usability testing, and delivering a high-fidelity prototype in Figma, resulting in a 45% increase in website traffic during initial testing.

Undergraduate Research Assistant

Dr. Olga Lyanda-Geller, Purdue University, West Lafayette, IN   September 2025 – December 2025

- Researched Anton Chekhov's influence on 20th-century Eastern and Western literatures, examining narrative techniques, themes, and character psychology through comparative literature and cultural studies to advance cross-cultural literary analysis.
- Analyzed Chekhov's works in Russian alongside Vietnamese adaptations to explore cultural and historical reflections of Chekhovian realism and social critique.

Dr. Lori Czerwionka, Purdue University, West Lafayette, IN   September 2024 – July 2025

- Reviewed 13,000 articles through title and abstract screening, and conducted in-depth analysis of 30 full-text articles to support comprehensive literature review.
- Collaborated with an interdisciplinary research team to organize, code, and support data analysis of pedagogical approaches in humanities disciplines.

PROJECTS

Allegion   September 2025 – December 2025
UX Design Lead

- Led a 4-month, 6-person enterprise UX redesign, de
- fining strategy, executing research and prototyping to streamline a request process averaging 2-3 months down to 2-3 weeks.
- Directed the prototyping track from low- to high-fidelity, assigning work by skillset and delivering a unified, interactive final product.
- Served as primary liaison to the industry sponsor, overseeing user research, stakeholder communication, and final design documentation.

Purdue OUR   January 2025 – May 2025
UX Design Co-Lead

- Led the prototyping process from low- to high-fidelity, developing research/testing protocols, delegating tasks, and mentoring teammates to ensure smooth collaboration.
- Conducted user research and applied insights that directly informed feature updates implemented on the Purdue OUR website, increasing traffic by approximately 75% and improving overall usability.