

Chentao(Alex) Lai

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EDUCATION

University of Michigan School of Information

Ann Arbor, MI

M.S.; HCI-UX Research & Design (GPA: 3.94/4.00)

12/2025

- Relevant Coursework: Advanced Graphic Design, Web Design, Needs Assessment and Usability Evaluation, Visual Storytelling, Programming I, Intro to AR/VR, AI + UX, etc.

University of Michigan School for Environment and Sustainability

Ann Arbor, MI

M.S. ; Environment & Sustainability (GPA: 3.85/4.00)

12/2025

- Relevant Coursework: Interviewing and Qualitative Data Analysis, Advanced LCA Methods and Software Tools, etc.

Hangzhou City University

Hangzhou, China

Bachelor of Management in International Business (GPA: 3.76/4.00)

06/2023

- Relevant Coursework: Python, Probability & Mathematical Statistics (A), Linear Algebra, etc.

PROJECT EXPERIENCE

U-M Eisenberg Family Depression Center Toolkit

Ann Arbor, MI

UX Researcher

01/2025 - 04/2025

- Led 5 in-depth **user interviews** to identify key pain points and unmet needs, gaining hands-on experience in qualitative UX research.
- Designed a **user survey** and conducted a pilot test with 10 participants to refine questions and improve data quality—findings directly informed design recommendations.
- Conducted a **comparative evaluation** of 5 other platforms to benchmark design patterns and usability features.
- Performed a **heuristic evaluation** of the existing Toolkit interface using Nielsen's 10 usability heuristics to identify usability issues and prioritize redesign efforts.

UMSI Case Study Competition (GrowMI)

Ann Arbor, MI

Researcher & UX Designer

10/2024 - 11/2024

- Proposed a mobile app as a UX-driven solution to Michigan's talent challenges, contributing to a **3rd place win**; applied strategic thinking and concept development.
- Conducted a survey (30+ responses) and 5 interviews in a week to identify user needs; refined features based on insights, building mixed-method research skills.
- Designed app name, logo, and hi-fi prototype in Figma; integrated feedback on cost and viability, strengthening **UI design and rapid prototyping skills**.

Power Outage Resource Finder App (LightLink)

Ann Arbor, MI

UX Researcher & UX Designer

09/2024 - 12/2024

- Identified user needs and mapped user flows through **competitive analysis and story mapping**, building problem-scoping skills.
- **Created paper and digital prototypes** to visualize core features, strengthening rapid prototyping skills.
- **Conducted usability testing and iterated design** based on user feedback, improving interface clarity and usability evaluation skills.

RESEARCH EXPERIENCE

Does Social Value Orientation Matter to OFDI? Evidence from Chinese Listed Companies

Hangzhou, China

Senior Thesis

10/2022 - 04/2023

- Analyzed 20,000+ data points and identified 518 Chinese listed firms with overseas affiliates (2016–2020), enhancing **data management and analytical skills**.
- Conducted a case study with Hangzhou Iron and Steel Group through interviews with core employees, strengthening **qualitative research and communication skills**.
- Applied STATA models to assess the impact of social value on OFDI and the moderating role of institutional distance, improving **quantitative and econometric analysis skills**.

SKILLS

Design & Tools: Figma, Adobe Photoshop, Illustrator, Wireframing, Bezi, Miro

Technical Skills: HTML, CSS, R, Python, STATA, Excel, Word, Powerpoint

Research & Analysis: User Interviews, Surveys, Usability Testing, Data Visualization, User Research, Visual Design