YU ZHAO

Applied Researcher and UX Designer

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EXPERIENCE

designaffairs | UX Consultant Intern
05/2019 – 07/2019 | Shanghai, CN

- Translated UX trends and user needs into design strategies.
- Conducted secondary research including trend analysis, competitor analysis and market research as well as primary research consisting of stakeholder interviews and focus groups.

Laix.inc | User Research Intern
09/2018 – 02/2019 | Shanghai, CN

- Improved visual, UX and LX design of an English-learning App as the team's sole researcher.
- Reached 500+ users through methods like survey, interview, design workshops and usability sessions.
- Developed personas, concept evaluation findings, usability reports and other key artifacts that drove product iterations from V0.1 to V1.3.

University of Luxembourg | UX Research Intern
07/2018 – 08/2018 | Luxembourg, LU

- Developed recommendations on the UX and content framing of the PISA interface by conducting 12 cognitive walkthrough sessions.
- Iterated on the information architecture and UX of an internal portal based on findings from tree testing, paper prototype testing and creative workshops.

RESEARCH

Fudan University | Independent Study
11/2017 – 04/2018 | Shanghai, CN

- Researched the relationships between information-task fit, web social presence and online trust.
- Completed literature review; experiment design; web coding using HTML, CSS and JavaScript; subject recruitment and testing; data analysis using R and SPSS.

Fudan University | Research Assistant & Project Coordinator
04/2016 – 10/2017 | Shanghai, CN

- Conducted household research in families with two children in Shanghai.
- Observed, interviewed and surveyed 50+ households to collect qualitative and quantitative data; entered and documented data of 76 households.

PROJECT

Fuse | UX Researcher & Designer

- Designed the collaboration features of Fuse, a Chrome extension for information gathering (on-going); used methods such as interview and observation to discover user pain points in asynchronous collaboration

Viva la Vida | UX Designer

- Viva is an organization that promotes connections among people through drawing.
- Redesigned the official website for branding (on-going); planned and conducted usability testing and heuristics analysis to define redesign goals.

Psypool | Founder & UX Designer

- Psypool is a Wechat Mini Program for researchers to recruit participants (on-going).
- Completed product planning, end-to-end product design and front-end-engineering.

EDUCATION

Carnegie Mellon University
School of Computer Science
M.S. Educational Technology and Applied Learning Science
08/2020
Merit Scholarship Recipient

Fudan University
B.S. Psychology
GPA: 3.67/4.0 (Rank: 3/99)
06/2019
National Scholarship Recipient

SKILLS

Design Research

Formative: Contextual inquiry, In-depth interviews, Focus Group, Task Analysis, Competitive Analysis

Generative: User Modeling and Journey Mapping, Design Workshop, Concept Sketching & Prototyping, Concept Evaluation

Summative: Usability testing, A/B Testing, Cognitive Walkthrough, Heuristic Evaluation

Analysis

Data Analysis, Statistical Modeling, Data Mining, Text Analysis

Programming

Python, R, HTML, CSS, JavaScript

Design Tools

Adobe CC Suite, Sketch, Figma

PUBLICATION

Chen, B. B., **Zhao, Y.**, Han, W., Wang, Y., Wu, J., Yue, X., & Wu, Y. (2017). Sibling relationships: Forms, causes and consequences. *Advances in Psychological Science*, *25*(12), 2168-2178.