

# Yu Zhao

## User Experience Researcher and Designer

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### EXPERIENCE

#### designaffairs | UX Consultant Intern

05/2019 – 07/2019 | Shanghai, CN

- Created reports that synthesized trend analysis, market research, interview results into design strategies and product insights.
- Involved in three projects; clients included leading companies in the furniture, electronics and automobile industries.

#### 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.

### PROJECTS

#### Eurekas | UX Designer

Reflection Tool for Middle School Students | 10/2019 – 12/2019

- Completed end-to-end design of a web app that motivates reflection in learning.
- Created storyboards, journey maps, and lo-fi to hi-fi prototypes; Led usability testing sessions that drove key design iterations.

#### Fuse | UX Designer

Chrome Extension for Collaborative Information Gathering | 10/2019 – 11/2019

- Designed 2 new features for Fuse that supported asynchronous collaboration.
- Delivered user research insights, persona, user flows and hi-fi prototypes.

#### Viva la Vida (launched) | UX Designer

VIVA Website Redesign | 10/2019-11/2019

- Designed the homepage of Viva la Vida.
- Delivered the information architecture, wireframes and visual design through rapid design iterations.

#### Psypool (launched) | Founder & UX Designer

Participant Recruitment Wechat Mini App | 08/2019-10/2019

- Completed product planning, end-to-end product design and front-end engineering to launch a Wechat Mini App for research participant recruitment process.

### RESEARCH

#### Fudan University | Independent Study

11/2017 – 04/2018 | Shanghai, CN

- Researched into how does social presence influence online trust.
- Completed literature review, experiment design, web coding using HTML, CSS and JavaScript, subject recruitment and testing, and data analysis using R and SPSS.

### EDUCATION

#### Carnegie Mellon University

School of Computer Science  
M.S. Educational Technology and Applied Learning Science  
GPA: 3.94/4.0  
08/2020

#### Fudan University

B.S. Psychology  
GPA: 3.67/4.0  
06/2019

### 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.

### AWARDS

Second Place @ Timi MOBA Game Design  
National Scholarship Recipient