

# Ruwen You

A product manager with proven experience in UX design, learner experience design and data science.

## WORK

### Research Assistant / Carnegie Mellon University

Pittsburgh, PA | Feb. 2020 - Present

- Designing interactions for a social programmable robot to foster rapport to improve computational thinking skills and attitudes for middle-school girls.
- Coordinating with the curriculum team to define learning objectives; Gathering the needs from curriculum and integrating learning science into interaction design.

### Product Manager / Seieue Education

Beijing, China | May. 2018 - Dec. 2018

- Collaborated cross-functionally with design, engineering and customer teams to deliver the parent account system and functions for home-school communications.
- Evangelized Design Sprint and Scrum to streamline work; Organized a cross-departmental sprint team and shortened the launch cycle from 4 to 2 weeks.
- Worked closely with other product managers and departments to align on the vision, program backlog and roadmap.
- Compiled Product Requirement Documents (PRD) and fast prototyping with Sketch.

### Digital Marketing Intern / TAL Education Group

Beijing, China | Sep. 2017 - Mar. 2018

- Led a team of 4 to launch a new marketing project via free online courses and attracted 10,000+ users.
- Designed mobile webs and content marketing (reaching 60,000+ visitors) to promote Marketing campaigns on WeChat.
- Conducted 50+ online interviews and 4 questionnaires with parents and students.
- Worked closely with product manager and engineering to deliver customer needs.

## PROJECTS

### Project Manager / Acronis Training Platform

Carnegie Mellon University | Feb. 2020 - Present

- Leading team of 5 to design and prototype training solutions for Acronis.
- Coordinating between clients, research participants, mentors and team members.
- Planning and conducting competitive analysis, secondary research, 17 user interviews and 7 user testings to find pain points and iterate solutions.

### UX Designer / Developer / LinkedIn Chatbot

Carnegie Mellon University | Apr. 2020 - Present

- Designing and developing a conversational chatbot for job-seekers to find job information, search and reach out to more connections and manage the network.

### Researcher / Uplift - Elderly Tech Learning App

Carnegie Mellon University | Mar. 2020 - Present

- Building business model and conducting 12 user interviews for a startup plan.
- Designing concept video and MVP; Delivering the pitch for investor showcase.

### Data Analyst / Public High School in New York

Carnegie Mellon University | Nov. 2019 - Dec. 2019

- Analyzed data from Niche website with Python; Visualized geospatial data and trained models to predict the graduation rate of high schools.

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## EDUCATION

### Carnegie Mellon University School of Computer Science

M.S., Educational Technology and Applied Learning Science  
Human-Computer Interaction

Aug. 2019 - Aug. 2020 | Pittsburgh, PA

### Peking University Department of Sociology

LL.B., Sociology

Sep. 2014 - Jul. 2018 | Beijing

## SKILLS

### Product Management

Agile / Scrum (Trello)

Product Lifecycle

Product Roadmap

Sales & Revenue Models

Market & Competitor Research

Requirements Gathering & Analysis

### UX Design & Research

Wireframing & Prototyping

(Sketch, Adobe XD, Invision, Figma)

Usability Testing

User Interview

A/B Testing

Contextual Inquiry

### Data Analysis

Python / MySQL / SPSS

Machine Learning

Data Visualization

### Web Development

HTML / CSS / JavaScript / Ruby / PHP

## PUBLICATION

Qiu, Z., You, R. (2020). Differentiated Needs, Information Delivery Structure and Resource Dependence between Inter-organizational Cooperation. Open Times, 2020(2), 180-192.