

# Catherine Yu

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## Featured Projects

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### NLP Lead & UX Researcher

2023

*Sage: A NLP-based browser plug-in that empowers aging workers to excel in online job searching.*

- Fine-tuned a BERT-based model using PyTorch. The model can identify implicit ageist terms in real-world job ads with an accuracy of 0.87, increasing 30% from the baseline.

### UX Researcher

2022

*Evaluated Slack Connect's potential of being a portal that integrates Salesforce's B2B online services.*

- Partnered with Salesforce UX team to conduct competitive analysis, 10 user interviews, and async focus groups to achieve generative research under constraint timeline.
- Research indicated the need for integration, yet the disorderly hierarchy led to time wastage when transferring data.

## Working Experience

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### UX Researcher

Frisco, TX

*Glia Health: a healthcare mobile app for early detection of neurological impairment*

June, 2022 – Nov, 2022

- Conducted usability testing for the app to ensure alignment with the design prototype, reducing the implementation timeline by 50%; designed user flows and low fidelity interfaces.

### UX Researcher

Taipei, Taiwan

*Source Code Inc.*

Jan, 2021 – May, 2021

- Conducted market research through user interviews and competitive analysis for a product management system; created user research plans including usability testing, surveys, and interview drafts for validation.
- Wireframed and designed high-fidelity prototypes of a class management system from 0 to 1; interviewed 5 stakeholders for iterations. The system is used by 5000+ college students.

### Research Assistant

Taipei, Taiwan

*Center for AI and Advanced Robotics, National Taiwan University*

July, 2019 – June, 2020

- Project: iPath, a web-based speech-to-text autobiography system for assisting older adults with preserving their memory and improving mental health.
- Worked as the main researcher to conduct usability tests and interviews for iterations. Published research in the 3rd NTU-Tohoku U Symposium on Interdisciplinary AI and Human Studies.

### Undergraduate Researcher

Taipei, Taiwan

*Department of Psychology, National Taiwan University*

July, 2018 – June, 2019

- Project: Can we improve the elderly's acceptance toward social robots? The project aims to enhance the enthusiasm for creating technology tailored to seniors.
- Conducted generative research by designing and implementing a 2x2 between-group behavioral experiment with 90 participants. Research significantly discovered observational learning's role in improving older people's acceptance. Published research in the 22nd International Conference on Human-Computer Interaction (CHI).

## Education

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### University of California, Berkeley

Berkeley, CA

*Master of Information Management and Systems*

Aug, 2021 – May, 2023

*Graduate Certificate in Applied Data Science*

### National Taiwan University

Taipei, Taiwan

*Bachelor of Science in Psychology*

Sep, 2015 – Jun, 2019

## Skills

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**UX Research:** Experiment, Survey, Usability Testing, Interview; **Programming Language & Tools:** Python, R, SQL, Git, HTML, CSS, C#; **Data Science:** Numpy, Pandas, Matplotlib, Scikit-learn, PyTorch; **UX Design:** Figma, Adobe XD