

Catherine Ching-Ju Yu

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Quantitative UX researcher with 2 years of experience in HCI and data analytics. Proven ability to translate real-world problems into scaled research questions, conduct data-driven research, and create business impact.

Education

University of California, Berkeley

Berkeley, CA

Master of Information Management and Systems: GPA 3.9

Aug, 2021 – May, 2023

Relevant Courses: UX Research, Experiments and Causal Inference, Quantitative Research Methods, Applied Machine Learning, Data Structures, Biosensory Computing, Computer Vision, Natural Language Processing

National Taiwan University

Taipei, Taiwan

Bachelor of Science in Psychology: GPA 3.6

Sep, 2015 – Jun, 2019

Relevant Courses: UX Design, Psychological Experiment, Statistics, Data Science Programming, Human Cognition

Featured Projects

Leaf Classification: An Image Processing Feature Extraction Approach

2022

- Implemented image processing algorithms such as the Canny detector and Laplacian filter to extract 5 leaf features.
- Built 2 non-linear SVM classifiers based on the extracted features of 8000+ plant images to classify 14 leaf species and their subcategories. Both models achieve an 0.8 F-1 score on the testing data.

Future of Slack Connect with Salesforce Products

2021

Partnering with Salesforce UX team to evaluate Slack Connect and uncover future potential.

- Conducted desk research and competitive analysis; interviewed 10+ stakeholders and target users; conducted an asynchronous focused group within Slack Connect; implemented open coding to qualitatively analyze research data.

Can Older Adults' Acceptance Toward Robots be Enhanced by Observational Learning?

2019

Explored the effect of Observational Learning on older adults' acceptance toward technology.

- Published research in the 22nd International Conference on Human-Computer Interaction (CHI).
- Conducted literature review; designed a 2x2 between-group experiment; recruited 90+ participants; developed 2 surveys and computer cognitive tasks to measure explicit and implicit attitude; analyzed and visualized data with R.

Professional Experience

UX Intern

Frisco, TX

Glia Health

June, 2022 – Dec, 2022

- Prototyped Glia, a neurological care app. Collaborated with 2 designers to design user flows and interfaces.
- Tested the development system to ensure seamless alignment with the design prototype in 2 iterations.

UI UX Intern

Taipei, Taiwan

Source Code Inc.

Jan, 2021 – May, 2021

- Partnered with 2 engineers, 1 PM, and 1 designer to develop a college class management system and a project management system within 5 months; interviewed 5+ stakeholders; wireframed and designed 3+ high-fidelity prototypes; designed usability testing, surveys, and interview drafts.

Research Assistant

Taipei, Taiwan

Center for Artificial Intelligence and Advanced Robotics, National Taiwan University

July, 2019 – June, 2020

- Designed and tested a digital biography system for assisting the aging group with improving their memory and mental health. Published research in the 3rd NTU-Tohoku U Symposium on Interdisciplinary AI and Human Studies.
- Designed 3+ user research for chatbots in development; conducted 20+ usability testings and interviews with MCI older adults; applied 5+ IRBs; organized interdisciplinary research of AI and psychology and produced deliverables.

Skills and Tools

UX Research: Interview, Surveys, Usability Testing; **Programming Language & Tools:** SQL, Python, C#, R, Git, HTML, CSS; **Data Analysis & Machine Learning:** Numpy, Pandas, Matplotlib, Ggplot2, Tidyverse, Scikit-learn, PyTorch; **UX Design:** Adobe XD, Figma;