

Catherine Yu

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Education

University of California, Berkeley

Berkeley, CA

Master of Information Management and Systems; Graduate Certificate in Applied Data Science 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

Sep, 2015 – Jun, 2019

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

Working Experience

UX Intern

Frisco, TX

Glia Health

June, 2022 – Dec, 2022

- Tested the developing system and uncovered 10+ inconsistencies with the design prototype in 2 iterations.
- Designed user flows and low fidelity interfaces with 2 designers on 2 iterations of a neurological care app.

UX Intern

Taipei, Taiwan

Source Code Inc.

Jan, 2021 – May, 2021

- Conducted exploratory research through 5+ user interviews and 10+ competitive analysis; designed usability testing, surveys, and interview drafts for validation of a SaaS product management platform.
- Built a class management system used by 5000+ college students from 0 to 1 by wireframing and designing 3 high-fidelity prototypes; interviewed 5+ stakeholders for iterations.

Academic Experience

Research Assistant

Taipei, Taiwan

Center for Artificial Intelligence and Advanced Robotics, National Taiwan University

July, 2019 – June, 2020

- Conducted 40+ usability testing and interviews for the first iteration of a digital autobiography 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 surveys and conducted 20+ usability testing and interviews with MCI patients to iterate robots in development; applied 5 IRBs; organized interdisciplinary research of AI and psychology to produced deliverables.

Undergraduate Researcher

Taipei, Taiwan

Department of Psychology, National Taiwan University

July, 2018 – June, 2019

- Published research in the 22nd International Conference on Human-Computer Interaction (CHI). The research significantly discovered observational learning's role in improving older people's acceptance toward social robots.
- Designed and conducted a 2x2 between-group experiment with 90+ older adults; utilized 2 surveys and computerized cognitive testing to measure explicit/implicit attitude; statistically analyzed and visualized data using R.

Featured Projects

NLP Lead & UX Researcher

2023

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

- Developed a BERT-based model to identify ageist terms in job ads, which achieves an accuracy of 0.87; annotated 500+ job ads data; conducted 5+ user interviews and 20+ literature reviews to define ageism in workforce.

UX Researcher

2022

Partnered with Salesforce UX team to conduct fundamental research to evaluate the potential of Slack Connect.

- Conducted competitive analysis and user interview with 10+ stakeholders and target users; conducted an asynchronous focus group within Slack Connect; implemented open coding to qualitatively analyze research data.

Skills and Tools

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