Muzi Chen

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LinkedIn   http://linkedin.com/in/muzichen
Base   Available for relocation to Europe (visa-ready)

Profile

Master's student in New Media at Peking University with interdisciplinary experience in user research, data analysis, and evaluation methods through internships at Microsoft Research Asia, Xiaomi International, and Kuaishou. Skilled in experimental design, survey analysis, and structured reporting, with strong motivation to apply these skills to technology–human interaction and user-centered evaluation in an international environment.

Skills

Research Methods
Experimental Design, Survey Analysis, Qualitative Interviewing
Data Analysis
SPSS, Python, Microsoft 365
User Research & Evaluation:
Usability testing, Interviews, Persona Development
Communication:
Structured Reporting, Cross-functional Collaboration

Reward

Jan 2024 | Peking University
First-Class Scholarship

Jun 2024 | Peking University
Peer Psychological Support Mentor

Languages

English (IELTS 7.5)
Mandarin (native)
German (A2, ongoing)
Spanish (basic)

Education

Peking University / QS No.14 **MA in New Media**	**Sep 2023 - Jun 2026**

Coursework: Media Psychology, Data Mining, Online Public Opinion Analysis
First-Class Scholarship (2024); Peer Psychological Support Mentor

Tampere University / Finland **Master Exchange Program**	**Jan 2025 - May 2025**

Coursework: Social Psychology, Personality Psychology, Finnish Language

Southwest Jiaotong University **BSc in Applied Psychology**	**Sep 2019 - Jun 2023**

Thesis: Sensation Seeking, Positive Psychological Capital, and Internet Addiction in College Students
SResearch Training Program project on social power & moral judgment

Industry & Research Experience

Microsoft Research Asia **Academic Collaboration Intern**	**Aug 2024 – Jan 2025**

Supported **interdisciplinary projects** on AI and cognitive research by summarizing data, preparing documentation, and coordinating updates between research groups.
Contributed to **project meeting notes and data tracking**, ensuring alignment across academic and technical teams.

Xiaomi Corporation / International **Pre-Sales Technical Engineer Intern**	**Apr 2025 - Oct 2025**

Collaborated with R&D and business teams to **translate technical documentation into clear digital communication materials**, supporting solution presentations for enterprise clients.
Contributed to **workflow coordination and digital tool integration**, improving clarity and collaboration between departments.

Kuaishou Corporation **User Research Intern**	**Mar 2024 - Aug 2024**

Assisted in **data organization and behavioral analysis** for short-video platform projects, identifying patterns in user interaction and platform engagement.
Coordinated **cross-team communication** to prepare visual presentations summarizing project outcomes and key insights.

Poly Real Estate Group **User Persona Consulting Project**	**Oct 2023 - Dec 2023**

Conducted **data-driven segmentation** of consumer groups and visualized results in presentation materials for stakeholders.
Assisted in **project reporting and coordination** during marketing and design discussions.

Tsinghua University, Cognitive & AI Lab **Research Assistant**	**Jun 2025 - Sep 2025**

Coordinated data collection and participant management for a **large-scale experiment** (6,000+ participants).
Applied **structured data analysis and reporting methods**, contributing to transparent documentation of research progress.