Weijie Chen

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Research Interests

User Research

Human-computer interaction

Employment

Research analyst, Apr. 2022.4-Now
Department of Public Governance, Guangzhou Dataway Horizon Co., Ltd

User Research, Jan.2021-Mar.2022
Product Department, Guangzhou Wanshizhineng Technology Co., Ltd

Accounting Instructor, Jun.2019-Dec.2020
Certificate Public Accountant Department, Beijing Zhonggong Education Co., Ltd (Guangzhou)

User Research Intern, Jan.2019-Apr.2019
User Research Department, Beijing Isar Interface Design Co., Ltd (Nanjing)

Education

Master of Science., Basic Psychology, June 2019
Nanjing Normal University, Nanjing, China
THESIS: *The Impact of Task Complexity on the Effects of Goal Setting: A Perspective from Cognitive Resources*
Advisor: Fang Hao

Bachelor of Management, Accounting, June 2016
Yancheng Institute of Technology, Yancheng, China
GPA: 3.49/4.5; Rank 1/180

Awards & Honors

Third Prize Scholarship, Nanjing Normal University (2017.9, 2018.9)

First Prize Scholarship, Nanjing Normal University (2016.9)

Merit Student of Yancheng Institute of Technology (2013.10, 2014.10, 2015.10, 2016.10)

First Prize Scholarship, Yancheng Institute of Technology (2013.10, 2014.4, 2014.10, 2015.4, 2015.10, 2016.4, 2016.6)

Third Prize Scholarship, Yancheng Institute of Technology (2013.4)

Work Experience

Research analyst, Apr. 2022.4-Now

Department of Public Governance, Guangzhou Dataway Horizon Co., Ltd

User research on IT projects for X city's government information construction

- Aimed to improve to enhance government service delivery, communication, and data management, including the performance appraisal system and the BI system for government service departments.
- User Needs Analysis: Conducted research and analysis on user segments and their needs for information visualization in various business scenarios, and produced user needs documentation.

- Interaction Design: Designed interactive visualization features for large, medium, and small screens to enhance user experience.
- Rapid Prototyping and Testing: Created prototypes based on user needs and interaction design, tested them with users and refined the designs.

Research on Financial expenditure performance evaluation
- Aimed to evaluate the results achieved by programs and initiatives against their stated objectives, as well as assessing the cost-effectiveness of the spending, including evaluating government funds on Z city's 2019-2022 talent policy and funds on 2016-2022 dredging of waterways.
- Defined research objectives by understanding the expectations of the program stakeholders, identifying the key evaluation criteria, and formulating research hypotheses.
- Developed an evaluation framework to access the program's efficiency, effectiveness, and sustainability.
- Collected and analyzed accurate and ethical data from multiple sources such as surveys, interviews, and focus groups.
- Extracted and reported meaningful insights to provide clear and actionable recommendations for improvement.

Thematic analysis of public service
- Aimed to figure out reasons why the regional differences in service experience of one uniform matter exist.
- Executed analysis: Chosen approval time as an indicator of the service experience and districts as the independent variable. Used the variance analysis method to determine whether regional differences exist for the matters. Outputted The effect size and p-value. Uncovering reasons by using the mediation model to identify mediator variables.
- Extracted insights and reported.

Satisfaction survey for X city's public service
- Aimed to measure citizen satisfaction with X city's public service.
- Designed a questionnaire: developed a questionnaire outline; Designed logic for error checking.
- Executed Survey: obtained a sample list from clients, and allocated sample quotas to accurately represent the characteristics of all subgroups.
- Analyzed data: cleaned data by eliminating invalid samples and outliers, and determined scoring methods for calculating final scores and rankings.

User Research, Jan.2021-Mar.2022
Product Department, Guangzhou Wanshizhineng Technology Co., Ltd
User Research on B2B Software (HR SaaS)
- Led independent research projects for HR system projects by collaborating with the product team to identify research objectives and understand desired outcomes and timelines. Selected appropriate methods and executed research plans to deliver insights such as business models, user personas, and competitor feature analyses to inform product strategy.
- Conducted usability testing on prototypes, product demos, and UAT versions to assess user experience and identify issues. Utilized feedback from users to understand the context in which

problems occurred and the impact on user satisfaction.

Requirement analysis on approval business process
- Conducting research on the current approval process and scenarios of the business department, including background information, stages, roles, events, and other relevant information.
- Developing a measurement model by defining operational definitions and metrics for analysis objectives and constructing an indicator system based on the data flow of business activities.

Accounting Instructor, Jun.2019-Dec.2020
Certificate Public Accountant Department, Beijing Zhonggong Education Co., Ltd(Guangzhou)
- Taught courses according to the exam outline and guide students in analyzing business cases in the exam.
- Evaluated students' learning experience: Regularly assess the current service status and issues that students have with the course and optimize the course experience.

User Research Intern, Jan.2019-Apr.2019
User Research Department, Beijing Isar Interface Design Co., Ltd (Nanjing)
User Segment for an app's users
- Aimed to categorize users into several groups based on the app's buried point data, mainly behavior data.
- Clustering analysis: Classify users by several dimensions and features of their behavior.
- Validated user classification effectiveness: Selected a sample of users who meet the classification criteria and conducted interviews to validate its effectiveness.

Research Experience
Graduate Research Assistant, June 2016
Prof. Fang Hao, Department of Psychology, Nanjing Normal University
The Impact of Task Complexity on the Effects of Goal Setting: A Perspective from Cognitive Resources
- Aimed to investigate the relationship between task complexity and goal-setting effects from the perspective of cognitive resource allocation in the goal-attainment process.
- Conducted literature reviews: The goal setting theory suggests that difficult and specific goals can lead to optimal performance compared to other types of goals, such as difficult but vague goals; However, the cognitive load theory argues the opposite that difficult and specific goals may not necessarily produce positive results, especially in complex tasks. And the cognitive resource could be one of the reasons. As a result, several experimental hypotheses were made.
- Designed the research plan to choose a suitable experimental paradigm, the type of experiment design, experimental procedures, and materials.
- Conducted the experiment and collected data from participants. Analyzed data using SPSS.
- Prepared manuscripts for thesis; Presented research findings at the team's research conference.

Expertise
- Participated in user research and business research about B2C, B2B, and ToG IT systems.
- Experienced in qualitative and quantitative research methods.
- English: IELTS 7.0 (2018), CET6 540/710
- Data analysis: SPSS，EXCEL（power query），SQL