Xiaoyi Chen

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EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO   La Jolla, CA
Bachelor of Science in Cognitive Science: Design & Interaction and Computing Art   Expected June 2025
Cumulative GPA: 4.0/4.0
Relevant Coursework: Interaction Design, Social Computing, Research Methods, Prototyping, Sustainable
        Development Design, Visual Communication, and 3D Asset Modeling

WORK EXPERIENCE

UC San Diego Cognitive Science Department   La Jolla, CA
Instructional Assistant   March 2024 – Present
- Facilitate learning for a class of 300+ students on topics such as cognitive load, scientific research, visual design principles, and design thinking
- Lead weekly discussions to engage 40+ students in lecture material through interactive discussions and group activities
- Develop visually engaging teaching materials and presentations utilizing visual hierarchy and real-life examples to help students grasp complex cognitive science concepts
- Assess and provide tailored feedback on various assignments, enhancing students' learning experience through constructive critique

PROJECTS

My MenoLearn - Menopause Project
- Participated in the Institute for Global Entrepreneurship, gaining product development insights and securing $3,000 funding for our medical chatbot proposal, recognized for its commercial potential
- Conducted extensive user research, including 20+ interviews with medical professionals and patients, to capture detailed symptoms, experiences, and acquisition of menopausal information
- Develop wireframes and prototypes using figma and conduct A/B Testing for design interaction
- Collaborate with 25+ machine learning developers, product managers, and marketers to align cross-functional goal

BeSpurr - Spontaneous Social Event Tool
- Developed a Snapchat Map extension to improve access to hyper-local events, targeting barriers like social anxiety, busy schedules, and inefficiency in existing event discovery that prevent face-to-face interactions
- Executed comprehensive user research, developed prototypes with Figjam, and conducted usability test with 30+ users, resulting in a 10% improvement in usability, aesthetics, and adoption rate
- Created final UI mockups and clickable prototypes in Figma, focused on boosting user engagement and streamlining event discovery

MedQ - A Pharmacy Kiosk
- Designed and implemented a prescription pickup system to reduce wait times and address staff shortages at pharmacies
- Employed a human-centered design approach, from field observations, persona development to ideation, prototype creation
- Built and tested an interactive physical prototype, installed in local pharmacies for usability testing, gathered insightful user feedback to iterate and refine the design process

ADDITIONAL

Technical Skills: User Research, Competitive Analysis, Persona Development, Information Architecture, Interaction Design, Usability Testing, and Wireframing & Prototyping
Software: Dovetail, Figma, Canva, Wix, Adobe Creative Suite, Inkscape, Cinema 4D, Microsoft Office, and Google Workspace
Languages: English, Mandarin, Cantonese