

nel yang

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SUMMARY

Anthropologist with 9+ years of demonstrated experience delivering rich insights on mobile wallets and fintech, financialization and monetization behaviors, and micro-blogging platforms. Methodological expertise includes usability testing, interviews, contextual inquiry, and longitudinal ethnography, and survey design. Especially passionate about education, multidisciplinary research, and stakeholder collaboration and communications.

EXPERIENCE

UX Researcher

July 2022 – Present

Meta Platforms Inc. (Facebook)

Seattle, WA

Key responsibilities: (i) Design, execute, analyze and socialize research to uncover user behaviors and motivations across multiple product spaces; (ii) Influence stakeholders through storytelling and data to define product design, roadmap and vision; (iii) Collaborate with quantitative UXR, data science, and product marketing to triangulate insights to drive product strategy. (iv) Designed and managed contract research domestically and internationally (Thailand, Philippines, and Vietnam).

Assistant Instructor, Digital Learning Specialist

August 2016 – May 2022

University of Texas at Austin, Digital Writing/Research Lab; Dept. of Anthropology

Austin, TX

Key responsibilities: (i) Designed college-level curricula focusing on digital research methods; digital anthropology, and science and technology studies. (ii) Led lectures, workshops, and assignments; advised students. (iii) Controlled educational quality through regular evaluations and collaborations with supervisors, instructors and students.

UX Research Intern

June 2021 – August 2021

Meta Platforms Inc. (Facebook)

Remote

Key responsibilities: (i) Independently design, execute, analyze and socialize foundational research to inform product strategy of FB Pay/Meta Pay. (ii) Test new and experimental concepts in collaboration with product designers to influence product direction, priorities, and value propositions. (iii) Successfully implemented two user studies, facilitated 18 user-interviews, and regularly engaged stakeholders through readouts, visualizations, and 1-on-1s within eight weeks. .

Program and Case Manager

August 2013 – March 2014

Massachusetts Asians & Pacific Islanders for Health

Boston, Massachusetts

Key responsibilities: (i) Managed a \$75,000 contract with the Boston Department of Public Health for HIV prevention and health advocacy in Boston. (ii). Recruited, consulted, and managed client cases and healthcare referrals. (iii) Designed and implemented community fieldwork for client support and public health research.

RESEARCH PROJECTS

Business Messaging Products / UXR

2023

Influenced design of onboarding experience of Business Messaging Product through in-depth interviews, diary study, longitudinal usability studies, and collaborative triangulation with data science. Engaged legal and privacy to better advocate consumer experience. Compiled literature review educating on nuances of spam versus signal.

- Marked increase in onboarding rate of Meta Business Suite messaging product compared to Beta.
- Discovered monetization opportunities for businesses and advertisers.

Facebook Pay/Meta Pay / UXR

2021, 2022

Applied academic area focus (fintech; digital economies; gamification practices) to drive research priorities and analyses. Explained user behaviors through in-depth interviews, concept tests, and surveys in collaboration with data science.

Conducted competitive product analysis of global mobile wallet and payment products.

- Product launch resulted in \$3.65M in cumulative total payment volume, surpassing \$3.5M target.
- Drove decision to prioritize brand education of Meta Pay and redefine criteria of table-stakes product.

Micro-finance and play in East Asia / Graduate Researcher**2018-2022**

Investigated micro-financial and informal economic behaviors through longitudinal on-site ethnography, multi-stage interview, participant observation, and library research. Independently responsible for translation, analysis, and write-up. Insights revealed strategies of gamification, financialization, and monetization.

Mobile Wallets and “Financial Domination” / Graduate Researcher**2016-2022**

Investigated online economies and communities mediated by mobile wallet, e-commerce, fintech and social media platforms. Methods included contextual inquiry, in-depth and informal interview, participant observation, and content analysis. Digital platforms included PayPal, Google Pay/Wallet, Amazon, CashApp, and Twitter. Insights revealed motivations and behaviors of content creators, entrepreneurs, sex workers, and followers and consumers.

GLBTQ Domestic Violence Project / Community Research Consultant**2013 - 2014***Boston, Massachusetts*

Collaborated with local community to expand the scope of services to include members of underserved sexual, racial, and cultural backgrounds. Applied subject-matter expertise in LGBTQ studies and anthropology to steer organization’s client outreach strategy. Methods included in-field survey, focus group, and ethnography.

- Revised organization methods, client forms, mission statements, and outreach materials to improve community access to care and support.

Presence and Art on Tumblr / Undergraduate Researcher**June 2012 - May 2013**

Analyzed Tumblr-user practices and cultures through the lenses of presence, suicidality, and eroticism. Argued for cybernetic mode of user-subjectivity. Insights supported contemporary designs for online memorializations such as Facebook profiles and Internet Archive’s Wayback Machine.

EDUCATION**PhD., Sociocultural Anthropology****2022***University of Texas at Austin**Austin, TX***MA., Sociocultural Anthropology****2018***University of Texas at Austin**Austin, TX***BA., Anthropology****2013***Wesleyan University**Middletown, CT***SKILLS****Methods**

In-depth interviews, focus groups, card sorting, survey design, usability testing, contextual inquiry, content analysis, storyboarding, persona/archetype development, archival research, international/cross-cultural field study, participant observation.

Process

Participant (digital/in-person), recruitment, and scheduling; end-to-end research design and execution; data analysis; design sprints; desk research.

Tools

dScout, UserTesting, UserZoom, Lookback, Qualtrics, Figma/FigJam, GSuite, Microsoft Office, GIMP.

Languages

English; Chinese (Mandarin, Cantonese, Taishanese), Spanish (intermediate reading).