

April Yang

User Researcher

EXPERIENCE

Product Insights - Apple

Jun 2018 - Jan 2021 - 3 years, Elk Grove, CA

- Uncovered product issues, user pain points, user behavior, and how people use Apple products by working directly with customers.
- Drove design changes and product development by sharing insights and data with product teams and engineering.
- Reduced customer support expense up to 30% through research.

User Researcher - Apple

Jun 2020 - Nov 2020 - 6 months (rotation), Cupertino, CA

- Worked cross-functionally with engineering and product teams, identified user study goals.
- Designed and ran end-to-end user research studies to understand users and uncover gaps in user experience for software product improvement.
- Answered research questions by analyzing feature metrics, uncovered findings that led to bigger investigations.

Project Manager - Apple

May 2019 - Aug 2019 - 3 months (rotation), Elk Grove, CA

- Designed and ran end-to-end user research to inform phase two of the big data platform development.
- Mitigated missing assets by reengineering business processes.

Apple Product Analyst - Apple

Jan 2017 - May 2018 - 1.5 years, Elk Grove, CA

Improved customer experience and protected customers by analyzing emerging issues from multiple regional markets and making informed decisions.

EDUCATION

M.S. in Human Computer Interaction

Iowa State University

May 2020 - Dec 2021

B.A. in English

Jiangsu University of Technology, China

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CA

Portfolio

<https://april-yang-portfolio.web.app/index.html>

Industry Knowledge

Mixed Methods Research

User Interview

Usability Testing

Heuristic Evaluation

Personas

User Story Mapping

Wireframing

Rapid Prototyping

Survey Design

Stakeholder Interview

Tools & Technologies

Figma, Zeplin, Mural,

Qualtrics, Quip, Box, Google

Suite

Programming Languages

SQL

Python

Languages

Mandarin (Fluent)

Highlights

Apple Excellence Award

Winner 2019

Diversity and Inclusion Team

Leader