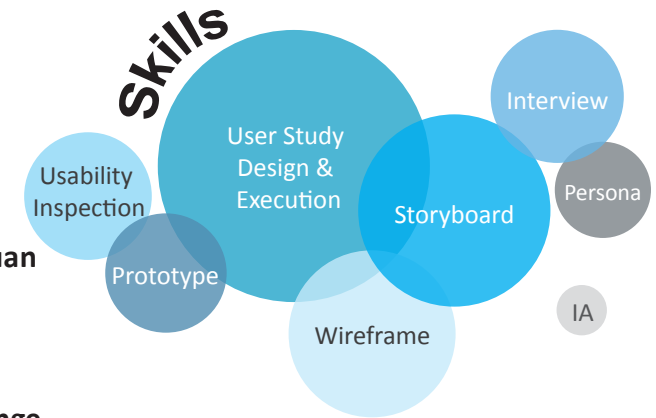


Samantha Yuan

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> Education

University of Waterloo

MASc Systems Design Engineering - Human Factors

2014

Shanghai Ocean University

B.Eng Industrial Engineering

2011

> Experience

User Experience Designer, Rational

IBM Toronto Software Lab (Toronto, ON)

05.2013 - 09.2013

- Conducted persona interviews, cognitive walkthroughs and heuristic evaluation for JazzHub and Blueworks.
- Ran remote and local usability studies for a complex data visualization tool and a cloud-based development tool on over 40 participants.
- Designed test plans and surveys from Lean and traditional UX approaches.
- Created interactive prototypes in Axure, HTML and CSS.
- Performed data analysis and synthesized findings into reports for the developers, managers and information architect.

> Project

50-Day Design Challenge

- Self-initiated UX design project.
- For each day in 50 days, a real-life problem is solved by using design.
- Design process involved observation, problem statement, ideation and brainstorming, sketching, wireframing, task flow, mockup, and interview.

Research Assistant (Human Factors)

University of Waterloo (Waterloo, ON)

09.2011 - 01.2014

- Thesis on how human operators communicate & perceive information.
- Built operational models and identified primary personas.
- Designed and conducted experiments on 26 participants to examine communication confusions caused by information delay.
- Designed and distributed extensive surveys (40-minute long) to investigate controllers and pilots' information requirements of unmanned aircraft systems; results will be used as guidelines for Raytheon's systems design.
- Analyzed data points collected from over 100 participants and presented findings at international conferences.

> Selection of Publications

Yuan, X., Shum, J., Langer, K., Hancock, M., & Histon, J. (2012). Investigating Collaborative Behaviours on Interactive Tabletop Displays in Complex Task Environments. In *Proc. of Human Factors and Ergonomics Society Annual Meeting* (Vol. 56, No. 1, pp. 1789 - 1793). SAGE Publications.

