Yang (Vera) Xuan

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Education

Master of Information **2024**
Human-Centered Data Science
University of Toronto, Faculty of Information

Master of International Affairs **2020**
International Political Economy
University of California San Diego, School of Global Policy and Strategy

Bachelor of Arts **2019**
International Studies – International Business
University of California San Diego, Warren College

Work Experience

Information Management Assistant Toronto, Canada
University of Toronto, East Asian Library **2022**
- Served as the designer of methods of construction and installation of East Asian Library exhibitions
- Organized rare book collection exhibitions and served as draftsman for planning and executing, attracted over 100 guests attending the event
- Configured effective design and techniques to produce desired visual effect and educational message

Digital Banking Analyst Suzhou, China
China Merchants Bank (CMB), Wealth Management Department **2020 – 2022**
- Developed and tested a Human-Computer Interaction automatic call-out system to successfully carry out newest sales and marketing strategies of promoting financial products
- Collected user feedback using qualitative research methods (surveys, interviews, etc.) to identify user difficulties
- Engaged and communicated closely with engineers to articulate and upgrade interactive features
- Managed investment portfolio for 23,000 individual clients with 3-billion-dollar worth financial products

Research Assistant San Diego, US
UC San Diego, Political Science Department **2018**
- Cleaned and organized raw data (opinions of selected make and female on political issues and election results) gathered from 1,000+ surveys, recommended solutions in improving new versions of surveys
- Re-phrased survey questions to enhance information delivery (to the target participants), increase the accuracy of research results by 10%
- Conducted and visualized the quantitative analysis on the political opinion reporting rate of male versus female based on data collected from the surveys with Stata

Research Experience

Qualitative Analysis of User Preferences of Spotify San Diego, US
Qualitative research of users' streaming behaviors 2019
- Designed detailed questionnaire of and surveyed 200+ streaming service users, interviewed 15 representative users, collected and cleaned raw data on users' music preferences and using habits
- Applied quantified users' attributes, preferences, and willingness-to-pay in multiple rounds of hypothesis testing

Skills

Quantitative methods	Python	Bloomberg Terminal
Data analytics	R	Figma
Qualitative research	Stata	
Financial Market Analysis	MS Suite	
	Tableau	