

Jiayan Lin

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EDUCATION

University College London - BSc Psychology (2022 - 2025)

- **Grades:** First-class in the first and second years
- **Relevant modules:** Advanced Statistical Methods, Human-Computer Interaction, Research Method in Psychology, Social Psychology and Individual Differences

Research Projects

Faked Friend: Impact of Deceptive Dark Design on Individuals with Social Anxiety (Dissertation supervised by Dr Martin Dechant)

- Proposing a controlled online experiment, examining the impact of deceptive dark patterns on user experience and emotion for people with social anxiety.

Thinking About Thinking: Enhancing User's Prompt Efficiency in AI through Metacognitive Interventions (2nd-year lab, awarded 80%)

- Conducted an online experiment with a conversational AI interface to test the effect of metacognitive interventions, including cognitive scaffolding and feedback loops, on user performance

Work Experiences

Uhomes, Beijing - Product Designer Intern

Jul 2024 - Sep 2024

- Proposed strategies to enhance the property management platform, giving property operators access to competitive insights to drive business growth
- Collaborated with engineering and UX teams to design and launch 5 new features, increasing monthly active users by 5% through personalized market data visualization for property managers
- Contributed to the design of the premium package purchase experience, learning how to structure flows for better usability, which led to over 50 purchases from suppliers within the first two weeks

Trip.com, Shanghai - Business Development Intern

Jul 2023 - Sep 2023

- Organized, hosted, and presented at an international ride-hailing supplier committee meeting, attended by 50+ industry leaders
- Conducted market research on pricing and service trends in Vietnam and Singapore, supporting senior team members in negotiations that led to a 10% price reduction and improved offerings.

Extracurricular Activities

Transition Mentor, UCL

Sep 2023 - Present

- Organized weekly mentoring sessions for first-year students, including presentations and small group discussions to help students adapt to university

Behavioural Innovation Society - Applied Project Researcher**Dec 2023 - May 2024**

- Surveyed over 50 UCL-Go app users, and conducted in-depth experiments and interviews with 12 participants on the notification feature. Presented the findings to the product owner and led to a full-scale beta testing of the new feature.

Connect.ed Society - Website Designer**Sept 2023 - Dec 2023**

- Redesigned the society's website, enhancing user accessibility, responsiveness, and navigation, which led to a 25% increase in user retention compared to the previous year

UCL Origami Volunteer Society - Volunteer**Dec 2022 - Mar 2023**

- Engaged in weekly volunteer work at UCLH and Moorfield Eye Hospital, taught children and adolescents origami and provided companionship.

Additional Information

- **Technical skills:** R, NVivo, Figma, Axure, Microsoft Office, Python (some), HTML, CSS & JavaScript (some)
- **Research skills:** Statistical Analysis, Literature Review, Interviews, Thematic Analysis, Experimental Design, Data Visualisation