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# WEI CUI

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## Programming

MySQL

BigQuery

PostgreSQL

Python

HPC

UNIX

AWS

Git

scikit-learn

NLTK

spaCy

HTML

CSS

## Analysis

R

Stata

SPSS

Tableau

E-prime

HLM

LISREL

Nvivo

## Skills

Survey

Statistical Analysis

Interviewing

Competitor Analysis

Persona

Card Sorting

Usability Testing

A/B Test

## Design

Photoshop

Illustrator

## Working Experience

### Research Assistant II

**University of Michigan, School of Business, Michigan** Mar 2018 - now

- Built the internal research data system to reduce the cost of data scraping, cleaning, transforming, and extracting for faculty and Ph.D. students.
- Designed and established the data populating pipeline and the databases containing 25-year U.S. Securities and Exchange Commission (SEC) data.
- Implemented and designed the corresponding website that let users extract data from databases flexibly and timely, without writing SQL.
- Consulted for the data-related research questions with Ross faculty and Ph.D. students, including data scraping, API requests, data visualization, etc.
- Designed the HPC cluster user guide and the official website for the Research Computing office.

### User Experience Teaching Researcher

**Jisuanke Network Technology Co., Ltd, China**

**Mar - Dec 2016**

- Designed and developed curriculum materials and corresponding hands-on practices for a new User Experience Research online course. This is the first UX-related course on this education platform.

### User Experience Researcher

**Baidu Online Network Technology Co., Ltd, China** Jun 2013 - Jul 2015

- Planned and conducted in-depth user experience investigations for mobile searching experience by keeping experimenting with innovative methods and leveraging various resources.
- Helped stakeholders make their decisions by translating research results into executive recommendations and insights.
- Collaborated with design, product, and engineering teams, characterized users and market, evaluated project options, determined next steps, and brought insights into the group.

### Intern User Experience Researcher

**Baidu Online Network Technology Co., Ltd, China**

**Jul - Nov 2012**

- Prepared and executed research projects for Baidu Cloud OS.

## Education

### Master of Science in Information, Big Data

**University of Michigan School of Information**

**Apr 2019**

**Relevant Courses:** Data Manipulation and Analysis; Natural Language Processing; Applied Machine Learning; Database Application Design; Information Visualization; Networks; Quantitative Methods of Human-Centered Design; Graphic Design; Interaction Design.

### Master of Applied Psychology, Personnel Selection

**Beijing Normal University, China**

**Jun 2013**

### Bachelor of Science, Psychology

**Beijing Sport University, China**

**Jul 2010**