

Education

09/2016-08/2018 Human-Centered Design and Development
Master of Science in Computer Graphics Technology
Purdue University, GPA: 3.64/4.0

01/2016-12/2017 Second Language Studies, College of English
ESL Certificate in Second Language Studies
Purdue University, GPA: 4.0/4.0

08/2012-05/2014 Curriculum Studies
Master of Science in Education
Purdue University, GPA: 3.86/4.0

09/2005-06/2009 English Language and Literature
Bachelor of Arts
Shanghai International Studies University

Yushan Wei

A/B Testing • Competitive Audit
Contextual Inquiry • User Interview
Field study • Heuristic Evaluation
Usability Testing • User testing
Affinity Diagrams
Wireframing • Prototyping
Brainstorming • Use Case
Personas • Scenarios • Sitemap
Information Architecture

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UX Research & Design

UX Researcher & Web Developer: Center for Instructional Excellence, Purdue 03/2017-08/2018

- Applied user research (interviews, focus groups, field studies) and evaluation (cognitive walkthrough, usability testing, A/B testing) into CIE website redesign.
- Redid information architecture after 10 rounds of card sorting with directors and project managers to identify the best solution.
- Conducted participatory design to involve all the directors and project managers into the project.
- Work with project managers and directors to maintain and update CIE website.

User Experience Intern: The Advisory Board Company 06/2017-08/2017

- Joined UX team for 3 months of internship, working on a variety of user research, strategy and design projects in Agile SCRUM environment.
- Team member of firm-wide employee appreciation program, personally recognized by CEO of ABC.
- Served as PM and UX design lead for company-wide Hackathon team, improved existing patient experience tool by designing AR mapping function.
- Led user experience research for a multi-disciplinary product development team, creating research plan, conducting 20 plus user interviews, and synthesizing research findings into UX recommendations and a validated user persona.
- Joined existing product team to consult on A/B testing method and best practices; presented findings and takeaways to product management and UX team.

UX Research Assistant: Computer Graphic Technology, Purdue 08/2016-01/2017

- Designed evaluation research for NSF funded Project DIA2.
- Created survey to evaluate DIA2 project and prepared interview questions.
- Explored the impact of DIA2 in NSF and academic communities through reviewing interaction functions in interviews.

Apple Store Leader Program Associate: Apple INC 08/2014-08/2015

- Participated in highly selective leadership development program that covers all areas of managing and operating an Apple Retail store.
- Performed all tasks related to sales, inventory management, B2B, visual merchandising and technical support at retail level during five distinct 8-week milestones of program.

- Engaged with small to mid-sized businesses as their single-point of contact for comprehensive technology solutions, ongoing training and technical support.
- Transitioned into a leadership role with a strong focus on improving the daily experience of both employees and customers.

Assistant Researcher: Research International 06/2008-09/2008

- Assisted the brand study of Laundry detergent and Dish Wash Liquid by quantitative analysis.
- Analyzed data for the researcher using SPSS.
- Provided research methods training to supervisors of Shanghai, Changchun and Guangzhou.

Project Management

Graduate Assistant: Purdue University (International Program, ISS) 08/2013-05/2014

- Coordinated the Boiler Out Volunteer Programs for all International Students at Purdue University.
- Organized and executed over 60 projects for more than 200 volunteers.
- Improved tracking system to assess the program's performance and growth potential.

Deputy Director of Brand Operations: Happy Study Education Center, Shanghai 03/2009-02/2010

- Conducted user research and marketing research to identify problems and opportunities in Education.
- Designed and promoted interactive one-to-one student-oriented VIP teaching model in Shanghai market.
- Popularized the brand through lectures to ensure the sales results.

Marketing Intern: Shanghai Sheshan Business Consulting Ltd. 08/2007-10/2007

- Organized six university students to interview 150 tourists in three days.
- Designed questionnaire and reviewed its feedback.
- Assisted the manager to produce research reports on exploring Sheshan's tourism resources.

Curriculum Design

Curriculum Designer: Hujiang Online School 08/2015-09/2016

- Help to analyze and improve the curriculum design of CC Talk.
- Provided counseling services to trainees on their online teaching portfolio.
- Demonstrated the ability of multi-tasking and time-management.

Counselor: Duke Energy Academy at Purdue, US 06/2014-07/2014

- Reviewed academy materials and incorporate the concepts in daily interactions with students.
- Facilitated students in executing allocated projects (data gathering and analysis).
- Interacted daily with each student in all academy activities and be available for personal and academic assistance to students.
- Responded to parental requests and questions during the program.

Teacher & Trainer: New Oriental School, Shanghai 02/2010-07/2011

- Created a student-centered approach to provide a supportive and congenial learning environment.
- Assisted in training courses design.
- Taught English courses in the TOFEL, SAT and College Entrance Examination.

Leadership and Cooperation

Interpreter: 2007 Special Olympic Summer World Games 10/2007

Monitor/ Youth League Branch Secretary: Class 4, Dept. ECEL. 2005, SISU 09/2005-09/2007

- Organized Youth League members to carry out various League Activities.
- Led the branch to become the Outstanding League branch of Shanghai Int'l Studies University

Group Leader: The Social Practice Association of SISU 09/2005-06/2007

- Organized 10-school grand dress-up party.
- Volunteered to teach in Gannan Tibetan Autonomous Prefecture.
- Set up a regular summer social practice program in SISU.

Honors & Awards

- Situational Leadership II Training in 2015.
- Apple Store Retail Global Training and Career Development in 2014.
- Outstanding Teacher of New Oriental Education Group in 2010.
- Champion of the first TV speech competition held by CBN 2010.
- Outstanding Teacher of Happy Study Education Center in 2009.
- “*Excellent Volunteer of SISU*” 2008.
- Best Organization Award of Summer Student Practice of SISU 2007.
- Leadership Award of Shanghai International Studies University. (top 1%)
- Best Debater for the debate competition of English College 2007.