

Yadan Luo

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EDUCATION

Lund University

Master of Science in Psychology

Lund, Sweden

September 2020 – June 2022

Nankai University

Bachelor of Science in Psychology

Tianjin, China

September 2016 – June 2020

WORKING EXPERIENCE

Massive Entertainment – A Ubisoft Studio

Malmö, Sweden

User Research Moderator

September 2022 – February 2023

- Assisted senior user researchers in developing research objectives, selecting appropriate research methods, identifying target profiles, and creating research plans
- Managed participant database of 10,000 playtesters, designed recruitment tailored to the specific needs of each project, and screened participants to select candidates who fit target profiles of playtests
- Executed both onsite and remote playtests on a weekly basis including user research lab tech setup, playtest moderation, observation, and follow-up one-on-one interviews or focus group
- Conducted thematic analysis of qualitative raw data, analyzed and visualized quantitative data to summarize research results, and contribute to report writing and editing

INTERSHIPS

Massive Entertainment – A Ubisoft Studio

Malmö, Sweden

User Research Intern (Master Thesis Project)

January 2022 – July 2022

- Developed and validated a questionnaire assessing player motivation and distributed the questionnaire to players of *Tom Clancy's The Division 2* globally through the CRM pipeline
- Combined game telemetry data and psychological measurables to reveal how player motivation and cultural backgrounds affect a variety of in-game behaviors by establishing both linear and logistic regression models
- Thesis details see: [How does player motivation express in actual game play? A cross-cultural quantitative case study of Tom Clancy's The Division 2](#)

Institute of Psychology, Chinese Academy of Science

Beijing, China

Research Assistant at Key Laboratory of Behavioral Science

September 2019 – December 2019

- Designed, programmed, and conducted behavioral experiments concerning facial perception and risk decisions in the laboratory environment
- Analyzed the collected data and visualized the statistical results with R
- Published [the research](#) on Psych Journal (SSCI Q2)

Activity

Nordic Game Conference 2022

Malmö, Sweden

Conference Coordinator

May 2022

- I was responsible for managing booths, showcase of games, and scheduling meetings with investors and publishers at Nordic Game Conference 2022 for Hong Kong-based game developers

SKILLS

Qualitative Research: Interview, Focus Group, Usability Test, Contextual Inquiry

Quantitative Research: Survey Design, Experimental Design, A/B Testing, Data Analytics

Computer: R/SPSS (Proficient), Qualtrics (Proficient), User Zoom (Proficient), SQL (Intermediate), Figma (Intermediate)

Language: English (Professional working proficiency), Chinese (Native or bilingual proficiency)