

# 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

#### *User Research Moderator*

Malmö, Sweden  
September 2022 – February 2023

- Collaborated with senior user researchers to develop research objectives, select appropriate research methods, identify target profiles, and create research plans
- Managed participant database of 10,000 playtesters, utilizing *SurveyMonkey* or *Qualtrics* for recruitment survey design and screened participants to select candidates who fit target profiles of playtests
- Executed both onsite and remote user research studies on a weekly basis including user research lab tech setup, moderation, observation, and follow-up in-depth interviews or focus group
- Conducted thematic analysis of qualitative raw data, analyzed and visualized quantitative findings, and contributed to the communication of clear and actionable research insights to the development team

## INTERSHIPS

### Massive Entertainment – A Ubisoft Studio

#### *User Research Intern (Master Thesis Project)*

Malmö, Sweden  
January 2022 – July 2022

- Developed and validated a questionnaire assessing player motivation, distributed to over 8,000 players of *Tom Clancy's The Division 2* globally through the CRM pipeline.
- Combined game telemetry data and psychological measurables using linear and logistic regression models in R, revealing how player motivation and cultural background impact in-game behaviors.
- Thesis details: "How does player motivation express in actual gameplay? A cross-cultural quantitative case study of Tom Clancy's The Division 2"

### Institute of Psychology, Chinese Academy of Science

#### *Research Assistant at Key Laboratory of Behavioral Science*

Beijing, China  
September 2019 – December 2019

- Designed, programmed, and conducted behavioral experiments with 72 participants, focusing on how facial perceptions affect risk decisions in the laboratory environment
- Conducted in-depth statistical analyses and visualization of the collected data using R
- Co-authored a [research paper](#) published in Psych Journal (SSCI Q2)

## Activity

### Nordic Game Conference 2022

#### *Conference Coordinator*

Malmö, Sweden  
May 2022

- As the Conference Coordinator for the Nordic Game Conference 2022, I was responsible for overseeing the setup and operation of the booths, coordinating the showcase of the games, and scheduling meetings with investors and publishers for Hong Kong-based game developers

## SKILLS

**Qualitative Research:** Interview, Focus Group, Usability Test, Contextual Inquiry, Card Sorting

**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)