YIWEN ZHANG

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SUMMARY

UX researcher and psychologist with 5+ years of expertise in behavioral research through both quantitative and qualitative methodologies; Proficient in communicating complex findings to technical and non-technical audiences.

EDUCATION

- **Ph.D.** in Cognitive Psychology, Minor: Quantitative Methods | University of Pittsburgh 12/2024 (expected)
- **M.S.** in Cognitive Psychology | University of Pittsburgh 2021
- **B.S.** in Psychology (Honored Graduation) | Zhejiang University 2019

WORK EXPERIENCE

UX Researcher Intern, Meta Platforms, Inc. **05/2022 – 08/2022**

- Led a quantitative research project on users' awareness of WhatsApp features, using survey methods, successfully addressing key inquiries, including feature prioritization, user segments, and competitor analysis.
- Performed large-scale data analysis including 200+ survey questions on 60 main features from 6000+ users across 5 countries, including conducting t-tests, multiple comparison corrections, logistic regressions, quad chart analysis, and visualization in R. Developed a novel quantitative methodology to provide priority ranking for feature improvement based on awareness and needs.
- Developed an interactive Tableau data dashboard for visualizing and manipulating large-scale survey data, empowering 10+ researchers to assess data with ease and precision.
- Presented insightful read-outs and decks to cross-functional teams, aiding decisions for feature improvement.

Graduate Research Scientist, University of Pittsburgh **2019 – present**

Experimental Study: Human Causal Inference (Publications 1, 2, 3)

- Designed 10+ metrics to measure human learning and decision-making and implemented 5+ impactful experiments (A/B tests) in a smartphone environment, uncovering real-world human behavior.
- Cleaned and analyzed behavioral data, using methods including t-tests, regression models, cluster analysis, and Bayesian modeling in R, to derive meaningful conclusions and drive evidence-based decision-making.
- Developed and fine-tuned reinforcement learning algorithms, using self-developed code, to model and predict human behavioral data, deepening our understanding of learning and memory mechanisms.
- Published several journal articles and conference proceedings with detailed data visualization
- Facilitated seamless remote collaboration between multiple labs and took a leading role in project management.

Experiment Platform Prototype: Smartphone Experiment Platform (link)

- Independently designed, and developed a research platform from 0 to 1, enabling remote data collection from 2000+ participants across 5+ experiments and significantly expanding research reach during COVID-19.
- Conducted multiple A/B tests and usability tests to enhance user experience and increase participant retention rates, effectively managing large-scale data collection with less than 1% attrition.
- Utilized the self-developed platform to successfully conduct several multi-week diary studies, shedding light on human decision-making processes on smartphones.
- Produced detailed documentation and a beginner-friendly tutorial for the prototype to support fellow researchers in building the platform.

UX Research Intern, Montaube Design (Hangzhou) Ltd. Co., China **11/2018 – 04/2019**

- Facilitated a qualitative project that focused on understanding users' needs and pain points in interactions with the Advanced Driver Assistant System (ADAS) on the competitor models such as the Tesla and Volvo.
- Conducting in-depth interviews, and kano surveys with 26 drivers and performed contextual interview by observing driver-ADAS interactions in natural settings.
- Successfully identified users' pain points related to driving habits, interface, and safety concerns regarding the design of ADAS, as well as demands for potential features. Provided actionable suggestions that influenced the ADAS design on a new model at SAIC Motor.

SKILLS

- **Qualitative Methods**: In-depth interview, Usability testing, Contextual interview, Diary study
- **Quantitative Methods**: A/B test design, Survey design, Data visualization and dashboard
- **Stats expertise**: Mixed Effects Modeling, Bayesian Modeling, Causal Inference, Machine Learning
- **Tools**: R, Tableau, SQL, Python (pandas), d3.js, SPSS, Qualtrics, Vue.js, Flask, Github, Google Firestore