Yuanjie Ma

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EDUCATION

University of Edinburgh, Edinburgh Futures Institute — Edinburgh, UK
MSc in Service Management and Design (with Merit) — *2023.9 – 2024.11*
- Award: College (EFI) Innovation Challenge Finalist

Shanghai University, SILC Business School (AACSB) — Shanghai, China
Bachelor of Management in Business Administration — *2019.9 – 2023.6*
- GPA: 3.64/4.00 Rank:10/110

University of Technology Sydney
Bachelor of Business with Distinction (C10226 Joint program)

WORK EXPERIENCE

Dreame Technology — Suzhou, China
UX Testing Engineer · Full-time — *2025.3 –*
- **User Research:** Led end-to-end user research using surveys, co-creation workshops, and field studies to uncover user needs and behavior patterns.
- **Insight-to-Evaluation:** Transformed user research insights into user-centered test cases, identifying usability issues for R&D and translating key findings into consumer-friendly value propositions for marketing.
- **Competitive Analysis:** Analyzed industry trends and competitor experiences to inform product positioning and benchmarking.
- **Global Launch Support:** Provided UX and technical support for overseas product launches, ensuring alignment with local user expectations.

Teleperformance — Shanghai, China
Counsultant · Internship (Infinity Strategy & PMO) — *2024.11 - 2025.2*
- **Solution Planning:** Assisted customers in conducting business research, participate in planning large-scale data center CRM solutions, and write PPT reports.
- **Business Consulting:** Provided business strategy and optimization suggestions through data analysis and business insights in response to clients' issues.
- **Strategic Support:** Participated in product desk research, create visualization charts, and provide actionable insights and strategic decision support.

The Edinburgh Collective C.I.C. — Edinburgh, UK
Service Designer · Apprenticeship — *2024.2 – 2024.8*
- **Project Management:** Communicated closely with the client, clarified the project deliverables and milestones, formulated a detailed research plan, and ensured that all tasks were carried out on time.
- **User Research:** Designed and conducted semi-structured interviews with 4 key stakeholders, utilizing Jobs to-be-Done and other service design methodologies to gain in-depth insights into users' needs.
- **Data Analysis:** Analyzed data from 100+ interviews using thematic analysis, integrated the results, and created user journey maps and service blueprints. Proposed 4 data-driven recommendations, expected to improve operational efficiency by 10%.

IKEA — Shanghai, China
Support Analyst · Internship — *2022.6 - 2022.12*
- **User Support:** Handled global employee permission requests, diagnosed and resolved IT issues, enhancing support efficiency and user satisfaction.
- **Process Optimization:** Collected feedback, updated the knowledge base, and optimized support processes, reducing repeat issue reports by 30%

SKILLS

- **Languages:** English (fluent, IELTS 8.0), Mandarin (native), Shanghainese (native).
- **Data analysis and visualization:** SPSS, Python, R, Tableau.
- **Design and online collaboration:** Photoshop, Lightroom, Miro, Figma.