

Yuwen Lu

Social Media Researcher

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yuwen-lu.me

RESEARCH

Carnegie Mellon University

Master, Human-Computer Interaction
Pittsburgh, PA
08/2020 - 08/2021

Dalian University of Technology

Bachelor, Software Engineering
Dalian, China
09/2016 - 06/2020
Studied abroad at
Technical University of Munich
and University of California, Irvine

HCI/UX Research

Data Analysis | Text Analysis
User Logging | Experiment Sampling
Grounded Theory
User Interviews | Usability Testing
Rapid Prototyping
Stakeholder and Customer Studies

Programming

HTML | CSS | JavaScript
Python | Pandas | Jupyter Notebook
React | React-Native
iOS | Swift

Design

Figma
Physical Prototyping
Adobe Indesign
Adobe XD

COVID-19 Mask-Wearing Twitter Data Analysis

03/2020 – ongoing

Research Assistant

University of California, Irvine

advisors: Gloria Mark, Suellen Hopfer, Chen Li

- Worked on a dataset of around 7K tweets on face mask discussions during the COVID-19 pandemic in the US
- Conducted quantitative analysis on hashtag trends and sentiment analysis with Python and Linguistic Inquiry and Word Count (LIWC) dictionary
- Preprocessed the dataset for qualitative analysis and communicated between the data collection and qualitative analysis teams
- Analyzed qualitatively people's mask attitudes on Twitter through a lens of risk perception, in a team of 4

HIT Ranger: Mobilizing Crowdwork Management

03/2020 – ongoing

Research Assistant

University of California, Irvine

advisors: Gloria Mark, Alex Williams

- Developed a mobile native APP, HIT Ranger, to assist crowdworkers in managing tasks using React Native and Meteor, in a team of 3
- Focused on implementation of frontend interfaces and functionalities of the APP
- Exploring opportunities to integrate social networks into the APP to further support task sharing between crowdworkers

SOFTWARE DEVELOPMENT

Goalplay iOS Video Soccer Trainer APP

04/2019 – 07/2019

Usability Manager | Developer

Goalplay x Technical University of Munich

- Developed in cooperation with Goalplay an iOS APP that analyzes goalkeepers' training videos with machine learning, in a team of 6
- Built personas, conducted user interviews, built prototypes with the Marvel APP, evaluated user experience using usability heuristics and a continuous user testing framework CuiSE
- Utilized Apple ARKit to detect the goalkeepers' joint movements and fed the joint data to our LSTM model that teammates developed to classify different training exercises