

Yuwen Lu

Human-Centered
Social Media Researcher

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yuwen-lu.me

RESEARCH

Carnegie Mellon University

Master, Human-Computer Interaction
Pittsburgh, PA

Courses: User-Centered Research and
Evaluation, Interaction Design Studio,
Programming Usable Interfaces

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

Lexicon-based Sentiment Analysis
Grounded Theory | Affinity Diagram

Contextual Interview

Speed Dating

Think Aloud | Usability Testing

Pop-up/Guerilla Research

Programming

HTML | CSS | JavaScript

Python | Pandas | Jupyter Notebook

React | React-Native

iOS | Swift

Design

Figma | Adobe Indesign & XD

Interaction Design | Document Design

Rapid Prototyping | Iterative Refinement

Critique and Pitching

Qualitative Twitter Analysis on COVID-19 Mask-Wearing Discussions 03/2020 – ongoing

Research Assistant, Target Venue: PLOS ONE

University of California, Irvine

advisors: Gloria Mark, Suellen Hopfer, Chen Li

- Conducted qualitative analysis on a 7K Twitter dataset around people's discussion of face mask during COVID through a lens of risk perception
- Preprocessed datasets streamed from Twitter based on qualitative analysis requirements, communicated between data collection team and qualitative analysis team
- Contributed to codebook development and manual dataset labeling in a team of 4
- Carried out preliminary quantitative analysis on hashtag trends and sentiment analysis on the dataset using Pandas and Linguistic Inquiry and Word Count (LIWC)

Quantitative Analysis on Pre/Post COVID Twitter Work Discussions 10/2020 – ongoing

Research Assistant, Target Venue: PLOS ONE

University of California, Irvine

advisors: Alex Williams, Gloria Mark, Chen Li, Suellen Hopfer

- Conducting longitudinal study using Twitter data on people's work-related posts before and after COVID started, investigating work from home's impact on people's work life
- Carried out sentiment analysis using VADER on small data samples as preliminary analysis

HIT Ranger: Mobilizing Crowdwork Management

03/2020 – ongoing

Research Assistant & Developer, Target Venue: CSCW 2021

University of California, Irvine

advisors: Alex Williams, Gloria Mark

- 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

HUMAN-CENTERED DEVELOPMENT

Goalplay iOS Video Soccer Trainer APP

04/2019 – 07/2019

Developer & Usability Manager

Goalplay x Technical University of Munich

- Developed in cooperation an iOS APP that analyzed goalkeepers' training videos using Apple Augmented Reality library and a Machine Learning classifier, in a team of 6
- 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
- Built personas, conducted user interviews, prototyping with *the Marvel APP*, conducted continuous user testing with framework *CuuSE* and usability heuristics analysis