



Yu-Yin Shen

UX Specialist 3+ Years Research Experience

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Education

University of Michigan with Half Tuition Merit Scholarship GPA: 3.85 Master of Science in Human-Computer Interaction	Ann Arbor, MI	May 2019
National Chiao Tung University with Entrance Scholarship GPA: 3.90 Master of Arts in Communication and Technology	Hsinchu, Taiwan	Aug. 2017
National Central University GPA: 3.11 Bachelor of Arts in English Language and Literature	Taoyuan, Taiwan	Jun. 2014

Work Experience

Lab Manager & Research Assistant Communication & Cognition Lab	Hsinchu, Taiwan	Sept. 2014 - Aug. 2017
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- Implemented experiment execution, literature and peer reviews, eye-movement and usability data collection and analysis.
- Coordinated and conducted usability testings for a mobile streaming ads study and a homepage brand awareness study with Yahoo.

Visiting Scholar Indiana University	Bloomington, IN	Dec. 2015 - Jun. 2016
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- Used eye-tracking technology and cognitive psychology theories to assess the different attention allocation patterns among partisans and their effect on attitude polarization.

UX Design Intern CommonWealth Magazine	Taipei, Taiwan	Jul. 2015 - Sept. 2015
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- Worked on all aspects of an event planning software, including UX research, wireframing, feature developing, user flows, and prototyping.
- Designed, ran and analyzed concept validation studies and A/B testing for target users.
- Translated UX recommendations and data-driven decisions for feature concepts into visual designs such as wireframes and low-fidelity prototypes.

Online Marketing Intern Advantech	Taipei, Taiwan	Jun. 2013 - Sept. 2013
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- Cooperated with a cross-functional team film IoT product commercials, including ruggedized solutions, SCADA system, USB DAQ modules, etc. from the initial ideation, video shooting, film editing to the final visual designs.

Project

UX Researcher AthleteJuvo	Ann Arbor, MI	Sept. 2017 - Dec. 2017
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- Conducted qualitative data analysis on data gathered from one-on-one interviews and remote and local user testing.
- Assessed usability issues by conducting 10 usability tests and heuristic evaluation.

UX Consultant & Visual Designer Ann Arbor District Library	Ann Arbor, MI	Sept. 2017 - Dec. 2017
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- Carried out 3 contextual inquiries and identified 6 key problems of tickets intake system.
- Proposed 6 solutions that are used in improving information hierarchy, redesigning the ticketing system and “contact us” webpage.

UX Researcher Yahoo Mobile Streaming Ads Research	Taiwan	Jun. 2016 - Jul. 2016
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- Compared and analyzed user experience, brands recall, and recognition with 3 online native ads formats, including autoplay video ads, video ads, and photo ads.

UX Researcher Usability Testing for Shopping Apps	Taiwan	Mar. 2015 - Jun. 2015
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- Collected and organized both quantitative and qualitative data with eye-tracking experiment and interviews to compare user interfaces and information hierarchy of 3 mobile shopping apps.

Skill

UX Research

- Contextual Inquiry
- In-depth Interview
- Field Visits
- Concept Testing
- Heuristic Evaluation
- Survey Design
- Usability Testing
- Experiment Design
- Eye-tracking

UX Design

- Persona Building
- Storyboarding
- Interaction Map
- Wireframing
- Prototyping

Statistics Software

- R
- JMP
- SPSS

Programming

- HTML / CSS
- Javascript / jQuery
- Python

Psychophysiology Software

- DirectRT
- MediaLab
- iMotions
- Tobii Pro Studio

Design Tools

- Sketch
- Axure
- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- InVision

Coursework

- Contextual Inquiry
- Usability Evaluation
- Advanced Statistics
- Interaction Design
- Graphic Design
- Multimedia Web Design
- Human Behaviors
- Social Media Studies