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University of Michigan with Half Tuition Merit Scholarship
Master of Science in Human-Computer Interaction

Ann Arbor, MI May 2019

Hsinchu, Taiwan Aug. 2017

Taoyuan, Taiwan Jun. 2014

Lab Manager & Research Assistant

Communication & Cognition Lab

Hsinchu, Taiwan Sept. 2014 - Aug. 2017

- 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.

Bloomington, IN Dec. 2015 - Jun. 2016

- Used eye-tracking technology and cognitive psychology theories to assess the different attention allocation patterns among partisans and their effect on attitude polarization.

Taipei, Taiwan Jul. 2015 - Sept. 2015

- 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.

Taipei, Taiwan Jun. 2013 - Sept. 2013

- 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.

Ann Arbor, MI Sept. 2017 - Dec. 2017

- 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.

Ann Arbor, MI Sept. 2017 - Dec. 2017

- Conducted 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.

Taiwan Jun. 2016 - Jul. 2016

- Compared and analyzed user experience, brands recall, and recognition with 3 online native ads formats, including autoplay video ads, video ads, and photo ads.

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Taiwan Mar. 2015 - Jun. 2015

- 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.

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UX Research

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

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

R
JMP
SPSS

HTML / CSS
Javascript / jQuery
Python

DirectRT
MediaLab
iMotions
Tobii Pro Studio

Sketch
Axure
Photoshop
Illustrator
InDesign
Premiere
After Effects
InVision

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