Yu-Yin Shen UX Specialist 3+ Years Research Experience

Mobile
Email
Portfolio

734-882-9862 yuyshen@umich.edu yuyshen.xyz

Education

University of Michigan with Half Tuition Merit Scholarship GPA: 3.85 Ann Arbor, MI May 2019 Master of Science in Human-Computer Interaction

National Chiao Tung University with Entrance Scholarship GPA: 3.90 Hsinchu, Taiwan Aug. 2017

Master of Arts in Communication and Technology

National Central University GPA: 3.11

Bachelor of Arts in English Language and Literature

Skill

Taoyuan, Taiwan

Bloomington, IN Dec. 2015 - Jun. 2016

Taipei, Taiwan Jul. 2015 - Sept. 2015

Taipei, Taiwan Jun. 2013 - Sept. 2013

Ann Arbor, MI Sept. 2017 - Dec. 2017

Ann Arbor, MI Sept. 2017 - Dec. 2017

Taiwan Jun. 2016 - Jul. 2016

Taiwan Mar. 2015 - Jun. 2015

Hsinchu, Taiwan

Jun. 2014

Sept. 2014 - Aug. 2017

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

Work Experience

Lab Manager & Research Assistant

Communication & Cognition Lab

- 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

• 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

- 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

• 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

• 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

- 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

 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

 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.