

# YIWEN ZHANG

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## SUMMARY

UX researcher and psychologist with 6+ years of expertise in both quantitative and qualitative methodologies; Proficient in communicating complex findings to technical and non-technical audiences.

## WORK EXPERIENCE

### Quantitative UX Researcher Intern, Google

05/2024 – 08/2024

- Developed and implemented a sentiment **tracker** to assess the impact of privacy initiatives, streamlining data integration across 4 sources (**SQL**) from 3 cross-org teams. Analyzed **survey data** from 30+ waves across 20+ countries in **R**, delivering key insights to directors and 40+ cross-functional partners.
- Conducted a meta-analysis of 8 studies using **mixed-effects regression models**, uncovering insights on user comprehension and sentiment. Presented recommendations on best practices to 10+ researchers and 40+ cross-functional partners.

### Quantitative UX Researcher Intern, Meta

05/2022 – 08/2022

- Led a **large-scale survey** project assessing user awareness of 60 WhatsApp features, analyzing data from 6,000+ users across 5 countries to identify low-awareness features and prioritize improvements.
- Developed an interactive **Tableau data dashboard** for 10+ researchers to assess and manipulate survey data with ease and precision. Delivered targeted insights to cross-functional teams, driving actionable feature enhancements

### Graduate Researcher, University of Pittsburgh

08/2019 – present

- Led 7+ research projects to systematically study **causal inference** heuristics and challenges on digital devices (Publications [1](#), [2](#), [3](#)), creating 5+ **metrics** to assess learning and decision-making. Facilitated seamless remote collaboration between 3 labs and took a leading role in project management.
- Designed, and developed a remote experiment platform ([link](#)) from 0 to 1 and implemented 10+ experiments (including **A/B tests and diary studies**), collecting data from 10k+ participants.
- Analyzed **behavioral data** using statistical methods (t-tests, regressions, cluster analysis, Bayesian modeling) in **R**. Developed **machine learning models** to uncover underlying cognitive mechanisms.

### UX Research Intern, Montaube Design (Hangzhou)

11/2018 – 04/2019

- Led a **qualitative** study to understand user needs and pain points with ADAS in competitor models like Tesla and Volvo.
- Conducted **in-depth interviews, Kano surveys, and contextual inquiries** with 26 drivers, identifying key issues and feature demands. Provided actionable insights that influenced the ADAS design in a new SAIC Motor model.

## EDUCATION

### University of Pittsburgh

08/2019 – 10/2024 (expected)

Ph.D. & M.S. in Cognitive Psychology, Minor in Quantitative Methods

### Zhejiang University

08/2015 - 06/2019

B.S. in Psychology

## SKILLS

**Quantitative Methods:** A/B test, Survey design, Data dashboard, Regression, Bayesian Modeling, Causal Inference

**Qualitative Methods:** In-depth interview, Usability testing, Contextual interview, Diary study

**Tools:** R, SQL, Python (pandas), Qualtrics, Tableau, Vue.js, Flask, Github, Google Firestore