YIWEN ZHANG

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Website | Portfolio

SUMMARY

UX researcher and psychologist with 5+ years of expertise in behavioral research through both quantitative and qualitative methodologies; Proficient in communicating complex findings to technical and non-technical audiences.

EDUCATION

University of Pittsburgh
2019 - 2025
Ph.D. in Cognitive Psychology
M.S. in Cognitive Psychology
Minor in Quantitative Methods

Zhejiang University
2015 - 2019
B.S. in Psychology

SKILLS

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

Quantitative Methods:
A/B test design, Survey design, Data visualization and dashboard

Stats expertise:
Mixed Effects Modeling, Bayesian Modeling, Causal Inference, Machine Learning

Tools:
R, Tableau, SQL, Python (pandas), d3.js, SPSS, Qualtrics, Vue.js, Flask, Github, Google Firestore

WORK EXPERIENCE

UX Researcher Intern, Meta Platforms, Inc.   05/2022 – 08/2022

- Led a survey project to quantitatively evaluate users' awareness level of 60 WhatsApp features and identify features with low awareness level.
- Designed surveys with 200+ questions on 60 main features and collected data from 6000+ users across 5 countries. Conducted statistical analyses, including t-tests, logistic regressions in R, and created quadrant charts to prioritize feature improvements based on awareness and needs.
- Developed an interactive Tableau data dashboard for 10+ researchers to assess and manipulate survey data with ease and precision.
- Delivered insightful presentations to cross-functional teams offering team-specific analyses and actionable suggestions for feature improvement.

Graduate Research Scientist, University of Pittsburgh   2019 – present

Experimental Study: Human Causal Inference (Publications 1, 2, 3)

- Led 5+ research projects to systematically exploring decision-making habits and challenges in observing and interpreting data on digital devices.
- Implemented 5+ experiments (A/B tests and diary studies), creating 10+ metrics to assess learning and decision-making accuracy.
- Cleaned and analyzed behavioral data using statistical methods (t-tests, regression models, cluster analysis, Bayesian modeling) in R. Developed reinforcement learning algorithms to uncover cognitive mechanisms in causal learning and decision-making.
- Facilitated seamless remote collaboration between 3 labs and took a leading role in project management.

Experiment Platform Prototype: Smartphone Experiment Platform (link)

- Designed, and developed a research platform from 0 to 1 to facilitate remote data collection and expand research reach during COVID-19.
- Conducted A/B tests and usability studies to improve user experience, resulting in increased participant retention rates.
- Successfully conduct several multi-week diary studies, collecting data from 2000+ participants across 5+ experiments with less than 1% attrition.
- Produced detailed documentation and a tutorial to support fellow researchers in building a remote research platform.

UX Research Intern, Montaube Design (Hangzhou) Ltd. Co. 2018 – 2019

- Facilitated a qualitative project that focused on understanding users' needs and pain points in interactions with the Advanced Driver Assistant System (ADAS) on the competitor models such as the Tesla and Volvo.
- Conducting in-depth interviews, and kano surveys with 26 drivers and performed contextual interview by observing driver-ADAS interactions in natural settings.
- Successfully identified users' pain points related to driving habits, interface, and safety concerns regarding the design of ADAS, as well as demands for potential features.
- Provided actionable suggestions to enhance drivers' trust and comprehension of the system, which influenced the ADAS design on a new model at SAIC Motor.