

## SELECTED WORK & RESEARCH EXPERIENCE

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### User Experience Researcher, March 2023 – present

*University of California Project LEND, remote from Lansing, MI*

- Led the strategic planning of user research activities to study the future of ebooks access
- Moderated 30+ focus groups with 110 participants in higher education to understand current user practices and unmet needs for ebook access to conduct task analysis and user requirement analysis
- Led project communication among cross-functional partners, resulting in stakeholder buy-in for user research activities
- Planned and executed an interview study with 25 participants about how users engage with an algorithm-driven online community

### Postdoctoral Researcher, Oct 2021– Oct 2022

*University of California Irvine, remote from Lansing, MI*

- Led three end-to-end research projects to understand older adults' experience with online communities and carework platforms
- Interviewed 14 older adults over the age of 80 to understand user practice around communication technology during the pandemic
- Collected and analyzed quantitative and qualitative data from 300+ users about the usage of platforms such as care.com using the survey method
- Analyzed a subreddit community by scraping the top 1K posts and replies
- Managed and mentored 2 junior graduate students in research methods
- Published 3 high-quality publications for the field of human-computer interaction and proposed design implications for online communities and carework platforms based on insights of user data

### Information and Media Researcher, Aug 2016 – Sep 2021

*Michigan State University, East Lansing, MI*

- Planned and led 12+ quantitative and qualitative projects on communication and health technology products using surveys, diary studies, experiments, and interviews with over 3K users
- Led analysis of 10+ quantitative datasets using descriptive and inferential statistics (correlation, t-test, ANOVA, regression, path model, factor analysis, cluster analysis)
- Analyzed data from surveys, focus groups, and interviews to understand older adults' behaviors, motivations, and needs for wearable products
- Authored internal grant proposals that resulted in over \$30K in research funding
- Managed 12+ project progress and gained stakeholder buy-in by engaging regularly with the faculty advisor, collaborators, and students
- Published eight peer-reviewed articles, won three top paper awards, and presented 10+ times in conferences with diverse audiences in communication and information systems resulting in 370+ citations
- Supervised and mentored 30+ undergraduate research projects for research methods courses in 3 semesters

## SELECTED PROFESSIONAL AWARD & SERVICE

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- International Communication Association: Top Student Paper Award
- Association for Education in Journalism & Mass Communication: Top Paper Award
- Conference paper reviewer: CHI, CSCW, ICA, AEJMC, HICSS
- Instructor of Record: The social lives of digital technologies
- Teaching assistant: 10 undergraduate classes in media and information studies

## PROFILE

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I am a mixed-method user experience researcher with expertise in human-computer interaction and media psychology. I have over 8 years of experience in designing and executing all phases of quantitative and qualitative research projects in academic and industry settings (including participant recruitment, data collection and analysis, evaluation, and report/publication) while collaborating with interdisciplinary teams and cross-functional partners.

## SKILLS

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### Quantitative Research

Survey, usability testing, A/B testing, lab experiment, cognitive walkthrough, content analysis, statistical analysis (correlation, regression, Chi-square, t-test, ANOVA, regression, structural equation modeling, multilevel analysis, factor analysis)

### Qualitative Research

Interview, focus group, diary study, ethnography, contextual inquiry, heuristic evaluation, secondary research, literature review, competitive analysis, thematic analysis, affinity diagram, persona development, journey mapping

### Software

R, Python, Stata, SPSS, NVivo, Qualtrics, Mturk, Calendly, UserZoom, UserTesting, MS Office

### Language

English, Mandarin Chinese

## Education

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### Michigan State University

*Doctor of Philosophy  
Information and Media  
2016 – 2021*

### Tsinghua University

*Master of Arts  
Journalism and Communication  
2013 – 2016*