Quantitative UX Researcher

Winson Yang

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🎓 Education

Texas Tech University
Ph.D. in Experimental Cognitive Psychology
2018 - 2022

Skills

Research methods: experimental and survey design, data collection, end-to-end research, interviews, usability testing, persona

Research analysis: data visualization, general linear models, multivariate analysis, text analysis, machine learning,

General: Project management, leadership, stakeholder management, collaboration, communication

Tools

Analytics: R, Python, SPSS, SAS

Programming: Python, MATLAB, HTML, JavaScript, CSS, SQL

Survey: REDCAP, Qualtrics

Creative: Adobe Photoshop, Illustrator, Premiere Pro, Xd

Research Output

17 publications, 11 presentations, 4 invited talks, 48 citations

Mentoring

Workshops: 2 career workshops, 2 statistical programming workshops, 22 YouTube tutorials

Mentoring: 9 undergraudate students, 1 Master's student, 2 Ph.D students

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*Quantitative researcher with over 7 years of **research** and **mentoring** success. I have a keen grasp of **multiple research and statistical methodologies**, understanding their scope and limitations to extract data insights.*

Experience and UX Projects

Data Analytics and UX Advisor
Bravely | Nov 2021 - Present

- Transformed **ambiguous business problems into research questions**, delivering **actionable** insights on mental health to users in partnership with the COO and product manager.
- **Increased usage** of the Mood Track feature **by 70%** by **analyzing daily mood factors** and **generating custom mental health reports** for users and counsellors.
- **Guided three feature expansion** for Mood Track by **generating user interview questions**.
- Influence the direction of feature development by **communicating data insights and recommendations** using **data visualizations** to technical and non-technical stakeholders.

Researcher
Texas Tech University | Aug 2018 - Present

- Developed several **multi-year end-to-end research projects**, resulting in 19 publications, 11 presentations, and 64 citations across international journals and conferences.
- **Developed cognitive tasks and analytic pipelines** to measure quantitative markers of mental flexibility such as time on task, accuracy, and switching rate.
- **Formulated survey and interview questions** to understand phenomenology of meditation, leading to rich qualitative data for thematic and linguistic analyses.
- **Collaborated** with multiple research teams using regression models, Markov chain, and machine learning, resulting in new research findings, averaging **5.6 publications per year**.
- **Produced graphic user interfaces** for conducting neurofeedback and research analysis using various programming languages for non-programmers, **reducing learning curve** by 2 months.
- Collaborated with senior UX researchers and **developed a UX metric for assessing and detecting indicators** of Amazon's Delivery Experience (DEX) using hierarchical task analysis and Pragmatic Usability Rating by Experts (PURE).
- **Oversaw** the development of carbon-tracking metrics within a larger neuroimaging analytic software with an international team of neuroimaging researchers to tackle sustainable science.
- **Mentored** 12 aspiring undergraduate and graduate researchers individually, assisting them with **internships, job offers, graduate programs, publications, and career development**.
- Achieved **60% increased usage of R** by conducting two annual **statistical programming using R workshops** for more than 70+ graduate students and faculty members.

Researcher
National University Hospital Singapore | Dec 2017 – May 2018

- **Provided several policy recommendations** based on an analysis of English and Chinese **surveys** conducted among family caregivers of cancer patients in Singapore
- **Validated two psychometric properties of surveys** to specific user groups, generating accurate insights on user needs and well-being, and **use of surveys in ambulatory care in Singapore**.
- Ensured research progress by **communicating research insights** on the needs of family caregivers of cancer patients to stakeholders via 2 presentation reports and 3 publications.
- **Translate societal problems into research questions**, craft appropriate methods, experiments, and analytical approaches to provide actionable insights to stakeholders.