Ruolin Yang

A Mixed-Method UX Researcher

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EXPERIENCE

UX Research Intern for B2B Web Product   May - Aug 2022
Infoblox (top firm in network management)   *Remote*

- <u>User Recruitment</u>: Updated user recruitment protocols and recruited 4 external clients as long term partners for UX research.
- <u>Workflow Efficiency</u>: Identified key workflow inefficiencies based on analytics and a qualitative study (n = 8). Redesigned global search and information architecture to increase workflow efficiency by 200% (cut 16 clicks to 8 clicks).
- <u>UX Impact</u>: Drove user-centric product decisions via presenting journey maps, user stories, and design iterations to 3 departments.

Product Designer for B2C VR Product   Jan - Aug 2022
ZenVR (start-up in VR meditation)   *Atlanta, GA*

- <u>User Group Identification</u>: Discovered the product's exclusion of a potential user group via a qualitative study (n = 15) to push for adjustments in the product roadmap.
- <u>User Retention</u>: Redesigned the user progression system for a VR meditation teaching system to increase progression elements by 500% (1 to 5 elements), which enables the product to better retain its current user group and cater to an expanded user group.
- <u>Collaboration</u>: Led 2 workshops with the ZenVR cross-functional team to ideate design ideas and adjust design directions based on engineering / marketing / product development feedbacks.

Accessibility Researcher for Healthcare   Aug - Dec 2022
William Breman Jewish Home   *Atlanta, GA*

- <u>Leadership</u>: Led a menu redesign that helps seniors with cognitive difficulties make more autonomous meal selections.
- <u>Accessibility Research</u>: Run a qualitative study (n = 7) to explore user pain points in meal selection, made 3 design iterations to incorporate feedbacks from residents with dementia, caretakers, and accessibility experts to improve usability and accessibility.

UI / UX Design Intern for NGO Website   Feb - May 2021
Hitch Media Group (design agency)   *Remote*

- <u>UX Research</u>: Run competitive analysis and created primary & secondary user personas based on qualitative studies (n = 6).
- <u>UI / UX Design</u>: Created sitemap and proposed 2 versions of landing page designs to the UX team.

EDUCATION

Georgia Institute of Technology
Aug 2021 - Expected May 2023
MS, Human Computer Interaction

University of California, Berkeley
Aug 2017 - May 2021
BA, Data Science
BA, History of Art
    (High Honors, James Cahill Prize)
Minor, Digital Humanities

SKILLSET

Research

Interview	Contextual Inquiry
Dyad	Competitive Analysis
Focus Group	Literature Review
Survey Design	Quant Data Analysis
Field Research	Usability Testing
Affinity Map	Heuristic Evaluation
A/B Testing	Cognitive Walkthrough

Storytelling

Personas	Task Analysis
Storyboard	Jobs To Be Done
Empathy Map	Ecosystem Map
Journey Map	Descriptive Statistics
User Story	Inferential Statistics

Design

Sketching	Participatory Design
Wireframing	Inclusive Design
Prototyping	Mixed Reality (AR/VR)

Tools

Qualtrics	Python
Miro	SQL
Mural	Tableau
Figma	Dedoose
Sketch	Processing
Adobe CC	UserTesting