

Ruolin Yang

Seeking Full Time UX Research Positions for 2023

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WORK EXPERIENCE

Infoblox / UX Research Intern

May 2022 - Aug 2022 | Remote

I collaborated with cross-functional teams to build **user recruitment protocols** and successfully recruited 4 external participants / clients as long term partners for UX research.

I identified **key userflow inefficiencies** by interviewing users and analyzing behavioral data, and redesigned global search and information architecture to **increase workflow efficiency by 200%**.

My work convinced the product team of **the value of user-centric approach** in early stage product development via building As-Is and To-Be journey maps, user stories, and design iterations.

ZenVR / Product Designer

Jan 2022 - Present | Atlanta, GA

I discovered the product's **exclusion of a potential user group** via competitive analysis and 15 interviews with potential & actual users.

I redesigned the **user progression system** for ZenVR, a meditation teaching system, based on current user retention pain points, which enables the product to better retain its current user group and **cater to an expanded user group**.

Throughout this process, I **collaborated with the ZenVR cross-functional team** to adjust research and design directions based on engineering / marketing / product development feedbacks.

Central Georgia Technical College / Lead UX Researcher

Aug 2022 - Present | Atlanta, GA

Teaming with a designer and a developer, I am leading research efforts to **incorporate VR training** into CGTC's industrial maintenance classrooms to **increase teaching efficiency and student retention**.

I conducted literature review, competitive analysis, **observation sessions** and **preliminary interviews** to explore the problem space

I am planning out **semi-structured interviews** and **contextual inquiries** with instructors and students to understand the obstacles in knowledge transactions and student retentions.

William Breman Jewish Home / Accessibility Designer

Aug 2022 - Present | Atlanta, GA

I am leading a team of three to develop an accessible solution that enables **elderly residents with cognitive difficulties** in the Breman nursing home to **make more autonomous meal selections**.

Currently, I am conducting **observation sessions** and **interviews** with residents in early stage dementia. The team will develop a design solution and validate the design with residents in early stage dementia via **cognitive walkthrough** and with residents in late stage via **paired interviews** (caretaker & resident).

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

SKILLS

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	Codesign

Tools

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