Yimeng Wang

UX Researcher

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EXPERIENCE

Volunteer UX Researcher | United States of Africa

Oct 2022 - Current | Seattle, WA (Remote)

- Propose and create a repository for UX researchers across different departments to collaborate effectively via Google drive
- Plan and conduct 5 usability testing on the Zumaridi video and broadcast conferencing platform, found 9 usability issues, and provide actionable insights for UX designers to do design iterations. Increase overall task completion rate by 40%
- Help UX designers who were not familiar with UX research before realizing the importance and value of UX research by communicating and collaborating with them consistently

Qualitative Research Intern | NielsenIQ Consumer Insight Department

Jun 2021 - Sep 2021 | Beijing, China

- Conduct secondary research on 5 different topics with 5 different clients
- Design screening questions to select the right participants for user research
- Do the data coding of 33 in-depth interviews and 9 focus groups. Generate user personas and user journey maps based on the interview which inform market growth suggestions
- Help vivo grow their market sales in Bangladesh by 1.29% from October 2021 to January 2022 by providing market growth suggestions on new smartphone series

SELECTED PROJECTS

UX Researcher | Microsoft Airband and Accessibility Team (Capstone)

Jan 2022 - Jun 2022 | Seattle, WA

- Help identify the research gap in disability groups and broadband use. Deploy a user-centered design approach to develop personas and scenarios to understand our users and their unseen problems
- Suggest Microsoft Airband Team do participatory design sessions to adapt their research around helping people with disabilities to navigate their specific needs

UX Researcher | Packed Travel Service (School Project)

May 2022 - Jun 2022 | Seattle, WA

- Conduct primary and secondary research on people's travel packing behavior and develop the idea of a service pack and ship all the things the user needs to the trip destination. Develop digital prototype and experience prototype and conduct 3 user tests to do design iterations

UX Researcher | Duolingo (School Project)

Jan 2022 - Mar 2022 | Seattle, WA

- Conduct 10 usability tests on Duolingo's "character" function, find 3 major usability issues, and provide recommendations to make Duolingo work better for English speakers learning Japanese and Korean writing systems

SKILLS

Research

In-depth interviews, Focus groups, Usability testing, Contextual inquiry, Competitive analysis, Field studies, Surveys

Design

Ideation, Prototypes, Mockups, User flows, Information architecture, Personas, Journey maps

Tools

Figma, Qualtrics, Miro, Adobe creative suite, Rhino, Lucidchart, Tableau, PowerBI, R, SQL

Languages

Mandarin(native)

English(fluent)

EDUCATION

University of Washington

Sep 2020 - Jun 2022 | Seattle, WA

- Master of Science in Information Management
- GPA: 3.93

University of Washington

Sep 2016 - Jun 2020 | Seattle, WA

- Bachelor of Arts in Architecture Design
- Study Abroad in Rome, Italy in Autumn, 2019
- GPA: 3.67