

# Eryue Xu (Yolanda)

## UX Researcher

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### EXPERIENCE

#### Research Assistant / Wellness Technology Lab@GT

Aug 2021 - Present | Atlanta, GA

- Prototyped health tracking app for new black mothers
- Improved app's usability scores by 20% by **heuristic evaluation** and **cognitive walkthrough** guided by the Health Behavioral theory

#### UX Researcher & Product Manager / Liaoliao Technology

Jan 2021 - Jul 2021 | Shanghai, China

- Conducted **market research, interviews, and surveys** on young college students' dating and social behaviors
- Generated **product requirements documents** and determined specifications for the MVP version of a map-based social dating app
- Led a team of 6, created **time-integrated plans** for product launch

#### UX Research & Design / Crania Technology

Oct 2020 - Apr 2021 | San Diego, CA

- Created **accessible design systems** for the trending social app Wanke
- Generated **personas** and **empathy maps** of young people's mental models of social dating apps and social medium platforms
- Designed new ways of user interaction which led to a Daily New User count of over 1500

#### Product Design Intern / Dfocuspace Technology

Jul 2020 - Oct 2020 | Shanghai, China

- Optimized system design across desktop, tablet, large screens, and smart office IoT products to maximize responsiveness
- Worked with **representatives from Starbucks, Microsoft, and Fujitsu** to finalize their customized user experiences and user interactions

#### Sociology Research Assistant / UC San Diego

Mar 2019 - Jun 2019 | La Jolla, CA

- Worked closely with sociology Ph.D. students on Asian Family Pressure
- Transcribed **interviews, color coded** and analyzed the data

### PROJECTS

#### User research on Individual Sound Zone / Harman International

- Conducted background research, **competitive audit**, and market research on current in-car audio technology
- Collected families' interaction habits and attitudes with in-car infotainment system through a **survey**, and semi-structured **interviews**
- Organized **task-based user testing** and **Benchmark studies** to find out the optimal ISZ system design

#### Product Creation: LiveClass / UC San Diego

- Researched and identified the need for a real-time communicator between the instructor and the classroom when in a large lecture
- Created **video and paper prototypes** to deliver the idea and do user testing before product creation
- Used **A/B testing** to compare the conversion rate between two designs

### EDUCATION

#### Georgia Institute of Technology

MS in Human Computer Interaction

Aug 2021 - Jun 2023(Planned) | Atlanta, GA

#### University of California, San Diego

BS in Cognitive Science

Minor: Communication

Sep 2017 - Jun 2020 | La Jolla, CA

### SKILLS

User Interview  
Survey Design  
Field Observation  
Contextual Inquiry  
Focus Group  
Qualitative Coding  
Affinity Mapping  
UX Journey Maps  
Storyboards  
Persona  
Heuristic Evaluation  
Benchmark Studies  
A/B Testing  
Data Cleaning  
Data Analysis  
Wireframing  
High Fidelity UI Design

### TOOLS

Miro / Qualtrics / Excel /  
Trello / Slack / GitHub /  
UserTesting / Userzoom /  
Figma / Sketch / Axure

### LANGUAGES

Java  
Python  
R  
Mandarin