


Connie Yang

UX Researcher

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Research Experiences

Meta (via Experis), User Research Associate

July 2023 – May 2024 • Bellevue, WA

- Led a team of 10 on-site moderators to execute eye-tracking and usability studies to collect user interaction data for AR/VR devices and Metaverse safety features
- Implemented first-ever documentation log to track participant feedback and technical issues; supported the product team to accurately identify study inefficiencies which resulted in a +25% in data collection quality within 1 month
- Strengthened cross-functional alignment between siloed stakeholders by engaging product, data and engineer teams via weekly research debriefs and shadow sessions
- Managed daily set-up of EMG and eye-tracking hardware and software; worked closely with engineers to troubleshoot bugs and implement timely solutions
- Developed research training protocols to onboard 2 junior moderators within 1 week
- Conducted 750+ hours of lab studies while assuring participant comfort and privacy

Microsoft, UX Researcher (Sponsored Project)

Dec 2023 – Present • Seattle, WA

- Collaborated with Microsoft product team to conduct generative and evaluative research to inform the end-to-end design cycle of a web-based mentorship platform
- Triangulated data from stakeholder interviews, literature review, and competitor analysis; revealed top 2 opportunities that satisfy both business and user needs
- Moderated and note-took for 24 user interviews; synthesized findings into journey maps and user flows and delivered to the designers to inform prototypes

Hiya Connect, Lead Researcher (Sponsored Project)

Jan 2023 – Mar 2023 • Seattle, WA

- Led team of 4 researchers to execute usability study for B2B web platform; presented 8 high-priority user needs with design recommendations to stakeholders which led to improved ease of use of 5 platform features in the next product update
- Analyzed 7 interview recordings for key pain points, unexpected flows, and task performance metrics; ranked findings on severity matrix to inform design prioritization
- Developed test script, screener survey, consent form, and data analysis spreadsheet

McMaster University Dep of Psychiatry, Research Assistant

Jun 2022 – Dec 2022 • Hamilton, ON

- Conducted 75+ hours of remote behavioral interviews with families, while coordinating participant schedules, consent forms, and incentivization
- Led a 3-month study recruitment campaign with outreach to 100+ Canada-wide schools and NGOs; resulting in the rapid recruitment of 120+ families in 1 month
- Developed recruitment materials and social media content with Photoshop and Canva

Oakwood Academy, Developmental Therapist

Jan 2022 – Aug 2022 • Mississauga, ON

- Facilitated 1:1 play-based therapy activities with children with Autism to assess behavioral needs and teach life skills; adapted communication styles to align with each student's specific needs and established strong rapport with parents

Sensory Perception Lab, Data Manager

Jun 2020 – Oct 2021 • London, ON

- Performed statistical analyses (t-tests, MANOVA, BIC models) on 4000+ datapoints with R, Python, and SPSS; presented data visualizations at international conferences
- Managed and sorted Qualtrics database with 1500+ participants; developed data dictionary to reduce data redundancy and improve searchability efficiency by 200%

Education

University of Washington

Sept 2022 – June 2024 • Seattle, WA

M.S. in Human-Centered
Design & Engineering

Western University

Sept 2017 – Sept 2021 • London, ON

B.S. in Cognitive Psychology

Skills

Research

Usability Testing

Qualitative Methods:

- User Interviews
- Competitive Analysis
- Co-design Workshop

Quantitative Methods:

- Survey Design
- Eye-tracking
- A/B Testing

Statistical Analysis

Data Management

Design

Prototyping

Graphic Design

Accessibility Design

Certifications

TCPS-2: *Ethical Conduct for Research*

Microsoft: *Generative AI for Beginners*

CITI: *Good Clinical Research Practice*

HSK-6: *Chinese Proficiency Level 6*

TEFL: *Teach English as Foreign Lang.*

Tools

Microsoft Suite

Google Analytics

Qualtrics

Survey Monkey

Usertesting.com

R-Studio

SPSS

Tableau

Python

Miro, Mural

Figma

Adobe Photoshop