



JOANNA YE

USER EXPERIENCE RESEARCHER

CONTACT

 (218) 910-7506

 joannaye.ux@gmail.com

 www.joannaye.com

SKILLS

Research

- Card Sorting
- Concept-Value Testing
- Contextual Interview
- Competitive Analysis
- Diary Study
- Heuristic Evaluation
- Survey Design and Analysis
- Unmoderated Testing Tools
- Usability Testing
- Workflow Diagramming

Design

- Adobe Creative Suite
- Figma
- Persona
- Storyboarding

Programming

- Python
- MATLAB
- R
- HTML, CSS, JavaScript

PROFESSIONAL SUMMARY

UX Researcher with a collaborative and user-centered mindset, specializing in **B2B products** for 3 years. Proficient in both exploratory and evaluative methodologies, seeking to contribute to team success.

EXPERIENCE

UX Researcher

MathWorks | Natick, MA

October 2021 - Present

- Supported strategic initiatives such as automation and GenAI that reduce users' code-writing effort in the MATLAB Graphics and App Building area.
- Conducted qualitative and quantitative research using creative methodologies to gain insights into users' current experience, needs, and pain points. Leveraged findings to propose design requirements and innovative solutions.
- Collaborated with cross-functional stakeholders to identify key user roles, goals, and workflows within our product domain. Created 6 user profiles that are used across the teams and incorporated in multiple internal documents.

UX Researcher

Center for Academic Innovation | Ann Arbor, MI

September 2019 - September 2021

- Led end-to-end research following the AGILE framework, effectively acknowledging user needs, making design iterations based on user feedback, and delivering a new feature from 0 to 1.
- Mentored fellow UX Researchers by providing preliminary feedback on research protocols and summary documents, fostering a collaborative and knowledge-sharing environment.

EDUCATION

Master of Science (M.S.) in Human-Computer Interaction

University of Michigan | Ann Arbor, MI

Graduated April 2021

Bachelor of Science (B.S.) in Psychology

University of Pittsburgh | Pittsburgh, PA

Graduated April 2019