Catherine Yu

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UX researcher with 3 years of experience in Tech and AI. Proven ability to translate data into meaningful insights.

Featured Project

NLP Lead & UX Researcher   2023
Sage: A NLP-based browser plug-in that empowers aging workers to excel in online job searching.
- Worked with 2 PMs and 2 designers to conduct 26 interviews to refine ageism and create the dataset for the model.
- Fine-tuned a BERT-based model using PyTorch. The model can identify implicit ageist terms in real-world job ads with an accuracy of 0.87, increasing 30% from the baseline.

Professional Experience

UX Researcher   Frisco, TX
Glia Health: a healthcare mobile app for early detection of neuraological impairment   June, 2022 – Nov, 2022
- Conducted 5 summative usability testing for the app to ensure alignment with the design prototype, reducing the implementation timeline by 50%.

UX Research Collaborator   Berkeley, CA
Salesforce   Mar, 2022 – May, 2022
- Partnered with Salesforce UX team to conduct competitive analysis, 10 user interviews, and async focus groups to achieve generative research under constraint timeline.
- The research provided a guideline of the jobs-to-be-done and pain points for Slack Connect's potential of being a portal that integrates Salesforce's B2B online services.

UX Researcher   Taipei, Taiwan
Source Code Inc.   Jan, 2021 – May, 2021
- Conducted market research through 5 stakeholder interviews and 10 competitive analysis for a class management system. The system is used by 5000+ college students.
- Created research plans including usability testing, surveys, and interview drafts for validation.

Research Assistant   Taipei, Taiwan
Center for AI and Advanced Robotics, *National Taiwan University*   July, 2019 – June, 2020
- Project: iPath, a web-based speech-to-text autobiography system for assisting older adults with preserving their memory and improving mental health.
- Worked as the main researcher to conduct 20 exploratory interviews for design research, along with 40 usability testing and user interviews for the subsequent iteration of the alpha prototype.
- Published research in the 3rd NTU-Tohoku U Symposium on Interdisciplinary AI and Human Studies.

Undergraduate Researcher   Taipei, Taiwan
Department of Psychology, National Taiwan University   July, 2018 – June, 2019
- Project: Can we improve the elderly's acceptance toward social robots? The project aims to enhance the enthusiasm for creating technology tailored to seniors.
- Conducted formative research by designing and implementing a 2x2 between-group behavioral experiment with 90 participants. Research significantly discovered observational learning's role in improving older people's acceptance.
- Published research in the 22nd International Conference on Human-Computer Interaction (CHI).

Education

University of California, Berkeley   Berkeley, CA
Master of Information Management and Systems   Aug, 2021 – May, 2023
Graduate Certificate in Applied Data Science

National Taiwan University   Taipei, Taiwan
Bachelor of Science in Psychology   Sep, 2015 – Jun, 2019

Skills

Quant Research: Experiment, Surveys, A/B testing, Machine Learning, NLP, Python, R, SQL; **Qual Research:** Usability Testing, Interviews, Focus Groups, Card Sorting, Personas; **UX Design:** Figma, Adobe XD, HTML, CSS;