

Yue Ethel Xu

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EDUCATION

B.A. in Psychology, Michigan State University

May 2019

GPA 3.95/4.0

Dean's list Honoree: 5 semesters

2017 Honors College Cole-Excellence Award

2017 Undergraduate Teaching Assistant of *Data Analysis in Psychological Research*

EXPERIENCE

User Experience Intern, UARC

Aug 2018- PRESENT

Usability/Accessibility Research and Consulting, University Outreach and Engagement, MSU, East Lansing, MI

- Conduct usability testing of various products; interview and record usability testing; use Morae Manager for video tagging and data collection for clients ranged among government, community and industry
- Facilitate with heuristic reviews and high level user interface evaluation for client's overall website quality assessments
- Assist with creating actionable recommendations and reports in order to provide quality feedback for the clients

Financial Advisory Intern

July 2018 – Aug 2018

Deloitte Touche Tohmatsu Limited, Shenzhen, China

- Assisted with an investment project for a newly established Environmental Financial Advisory Company with a group of banking and city investment specialists. Tasks including researching for past cases and collecting resources for writing an Operational Manual.
- Conducted and presented a market research for a commercial satellite rockets project

Chair of Peer Mentorship Program

Jan 2016 - PRESENT

International Scholars Advisory Board, Honor College of MSU, East Lansing, MI

- Initiate and execute objectives and programs for the large International Honors Students community based on self-driven User Experience Surveys and interviews
- Manage, train and coordinate current 9 board members including hosting meetings, brainstorming for programs and communicating between and with varied organizations

Lead Research Assistant

July 2017 - PRESENT

Dept. of Human Resource Labor Relations, MSU, East Lansing, MI

- Examine how Eye Tracking data could be used to detect insufficient effort responding to surveys and how response effort may account for differences across instructional conditions (e.g., applicant versus control) using Tobii Eye Tracking Machine

Assistant Lab Manager

Sept 2016 – Sept 2018

Michigan Twins Project, East Lansing, MI

- Monitored and organized large amount of data utilizing Statistical Package for Social Science (SPSS) with 100% on time performance and high quality work
- Managed and coordinated daily lab functions which include training and overseeing all current 6 research assistants, generating weekly data and recruitment progress report to the primary researchers of Michigan Twins Registry

SKILLS

User Experience Research Methods

- Usability Testing
- Heuristic Evaluation
- Personas and Focus Group
- Questionnaires and Surveys
- Interviews

Adobe CC

- Photoshop
- Illustrator
- InDesign
- After Effects
- Dream Weaver

Web Development

- HTML
- CSS