

Cheryl W. Yu

UX Researcher

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UX SKILLS

Comparative Analysis
Competitive Analysis
Data Analysis
Design Strategy
Digital Prototyping
Ethnography
Heuristic Evaluation
Interviewing
Qualitative Research
Quantitative Research
Survey Design
Usability Testing
User Research
Wireframing

EDUCATION

General Assembly

UXDI Bootcamp

500+ hours of UX design training & hands-on practical experience

UCSF & UC Hastings

Master of Science Health Policy & Law

Thesis: The Impact of Medical Missions on Cost, Quality, and Access to the American Healthcare System

UCLA

Bachelor of Arts

Asian American History

DIGITAL TOOLS

Figma
Maze
Miro
Mural

VOLUNTEER

Conviction Vacation Project
UX Designer

RESEARCH EXPERIENCE

Product Design Strategist | *Forge Harmonic LLC.* June 2021 - Present

- Created research plan & strategy to best fit client's complex repositioning of product roadmap to assemble products into cohesive, integrated solutions
- Communicated with stakeholders to get buy-in & helped them to understand the value of user research along with delivering the design vision

UX Researcher | *AllTrails*, Mobile Application Upgrade* Nov. 2020 - Feb. 2021

- Led the qualitative & evaluative research (survey design, in-depth interviews, contextual inquiry, usability, etc.)
- Strategized & designed new concept features to help determine the business model positioning and MVPs for greatest value-adds

UX Researcher | *RemoteTeam.com*, New Product Design* Oct. - Nov. 2020

- Facilitated client's product vision by conducting iterative research, conceiving, sketching, & prototyping full spectrum (V1) product catered to the business' values and goals, (based on understanding user psychology & business insights)
- Synthesized key results from 15+ user interviews, affinity maps, & usability testing into actionable data used to inform design decisions

UX Researcher | *Lime*, Mobile Application Update* Sept. - Oct. 2020

- Collaborated & led research road map & idea generation for feature developments
- Leveraged journey maps, surveys, C & C analysis methodologies to better understand the user's pain points & needs
- Designed & managed project deliverables for an end-to-end gamified mobile feature addition (conducted user research through to client presentations)

UX Researcher | *Eso Won Books*, Website Redesign* Aug. - Sept. 2020

- Directed generative research roadmap that lead to quantitative and qualitative insights that narrated the design direction
- Translated concepts into user flows, wireframes, mockups & prototypes for a more intuitive user experience increasing the checkout process by 400% during testing

Qualitative Researcher | UCSF & UC Hastings Aug 2016. - June 2018

- Generated insights that lead to a Master's Thesis & TED talk candidacy
- Designed studies to address both user behavior and attitudes
- Conducted research using a variety of methods including interviews, contextual inquiry, field research, & ethnographic studies

Qualitative Researcher | UCLA Sept. 2008. - June 2012

- Understood user perspectives through in-depth ethnographic studies
- Communicated study results through video journalism stories that have been viewed by 1000+ viewers

*UXDI Bootcamp Project