Yue Si

4535 Ave NE
Seattle, WA, United States
(206) 739-3981
yuesi0308@gmail.com

EDUCATION

McGill University
BASC in Cognitive Science

Montreal, Sep 2020 - Jun 2024

Relevant Coursework:
Statistics for Exper Design;
Psychological Tests;
Correlational Techniques;
Cognition; Human Intelligence
Python, R Studio, JASP

University of Washington
Master in Communication and Digital Media

Seattle, Sep 2024 - Current

Relevant Coursework:
UX Research & Strategy;
Leadership and Communities

SKILLS

Storyboarding, User Journey
Map, Wireframing, User
Testing, User Research, User
Interview, Information
Architecture, Data Analysis

TOOLS

Design:
Figma, Sketch, Adobe XD,
Photoshop, Miro, Illustrator,
InDesign, Principle

Tech:
HTML, CSS, Python, R Studio,
JASP

WORK EXPERIENCE

Tencent LightSpeed Studios | *Game Operation Intern*

Shenzhen, May 2023 - Aug 2023

- Collaborated with a team of developers, project managers, designers, and researchers to launch 'High Energy Heroes', a first-person shooting game, which gained over 20 million registered users.
- Conducted user research and interviews to gain insights into users' needs and expectations, resulting in a 30% decrease in operation-related issues and an increase in user satisfaction.

PROJECTS

Happy Paws

Shenzhen, Jun 2023 - Aug 2023

- Designed UI and interactions for an iOS app, focusing on providing reliable, professional pet sitting services, effectively addressing trust and safety concerns.
- Elevated product visualization through a profound enhancement of the pet sitter discovery process, resulting in a 20% boost in efficiency.

Trip Wise

Montreal, Aug 2023 - Oct 2023

- Collected 76 valid survey responses and conducted 9 interviews for a trip planning mobile app to identify users' pain points including information gathering, decision making, and route planning.
- Conducted usability testing to validate and refine the trip planning process, ensuring an efficient and time-saving experience in travel planning.

Act Now

Montreal, Oct 2023 - Nov 2023

- Led an end-to-end design of an iOS app to help users overcome academic procrastination, enhancing user motivation, and resulting in a 15% improvement in task management efficiency.
- Designed an onboarding survey and AI task planning system to improve the app's ease of use and the plan-generating process's efficiency.