

# YIWEI HE

Tel: 563-564-2910 | E-mail: [hehegg321@gmail.com](mailto:hehegg321@gmail.com) | Columbia, SC 29203

## ➤ EDUCATION

---

**Virginia Polytechnic Institute and State University, Blacksburg, VA** 08/2021 – 12/2022

- Master of Engineering in Human Factors Engineering
- Excellent completion in the following coursework: Human Factors Research Design, Human Information Processing, Human Physical Capabilities, Auditory Display, Visual Display, Model of HCI, Expert Witness and Litigation
- GPA: 3.7/4.0

## ➤ WORK EXPERIENCE

---

**UX Researcher** 06/2024 – Now

*Joblogic-X*

- Tasked to research current affiliate marketing platforms in the U.S., discover feasible solution for localization of collaborating affiliate marketing model to the U.S. Market
- Conducted comprehensive and in-depth research on affiliate marketing platforms in the U.S., including **user interviews, problem insights and analysis** to identify user needs and determine the direction for product localization strategies. Developed and presented strategic solutions to stakeholders, securing buy-in and aligning cross-functional teams on a unified design direction
- Design and produced **low-fi prototype** for the concept, conducted **usability testing and net promoter score test**, delivery has successfully pushed project to progress to the design and development stage

**Junior Customer Experience Specialist** 02/2023 – 08/2024

*Healthcare SC*

- Responsible for conduct user studies to identify the pain point of the data transfer and communication processes, optimizing the warehouse supply chain process, implemented improvement plans that increased stakeholder satisfaction
- Established a **centralized data reservoir** to collect, store, and analyze data from multiple touch point, empowering Cross-Functional team collaboration, improved communication efficiency.
- Develop and implement a project to automate process for logistic scheduling, **increasing efficiency by 50% and eliminating errors.**

**Product Engineer/Research focused** 03/2019 – 06/2021

*Principal Global Investors*

- Responsible for leading process reviews against internal systems by conducting user interviews to uncover needs and pain points, designed and managed the implementation of solutions that improved user experience and system efficiency.
- Partnered with stakeholders and software engineers to assess and redesign the methods for performance reviews across international branches, **resulting in an 80% improvement in performance report accuracy and efficiency**

## ➤ RESEARCH/PRACTICAL EXPERIENCE

---

**UX Designer** 02/2022 – 05/2022

*Virginia Tech*

- Led user research initiatives for an educational mobile AR application, guiding a team of graduate students in conducting extensive **user interviews, surveys, and usability testing** to identify key user pain points and preferences.
- Analyzed user data to **develop actionable insights, informed and developed wireframes and prototypes** in Figma, validated final design decisions through **iterative testing and user feedback.**
- Transformed complex user requirements into clear, actionable design elements, focusing on improving user experience by converting **declarative knowledge into intuitive, procedural interactions.**

**UX Researcher** 08/2022 – 11/2022

*Virginia Tech*

- Collaborated with cross-functional teams to concept and design a notification solution in virtual reality, target to increase situational awareness while maintaining sense of immersion in VR
- Conducted **literature review** on sense of presence and immersion to establish a solid foundation for designing the notification application
- Produced key deliverables, including research findings, user personas, task flow diagrams, and low-fidelity prototypes, to guide design decisions to enhance user experience