YIWEI HE

CONTACT

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TOOLS

Figma	Sketch	InVision
Miro	Qualtrics	SurveyMonkey
SPSS	JMP	Microsoft

SKILLS

User Research	UX Design
Usability Testing	Heuristic Evaluation
Prototyping	Wireframe
Interview	Survey
Questionnaire	Focus Group
Task Analysis	Competitor Analysis
Market Research	Literature Review
User Journey	Contextual Inquiry
Cognitive Workload Assessment	

EDUCATION

Virginia Polytechnic Institute and State University
08/2021 – 12/2022

Master of Science in Industrial and Systems Engineering (Human Factors)

Iowa State University
08/2014 – 12/2018

Bachelor of Science in Industrial Engineering

EXPERIENCE

UX Researcher – Joblogic-X
06/2024 – Pres. Plano, TX

Collaborated with cross-functional teams to research U.S. affiliate marketing platforms and develop localization strategies.

Led user interviews and analysis, aligning teams on key insights to drive product direction.

Created low-fi prototypes, conducting usability and NPS tests, and successfully advancing the project to the next stage.

Junior Customer Experience Specialist – Healthcare SC
02/2023 – 08/2024 Winnsboro, SC

Conducted user studies to identify pain points in data transfer and communication, optimizing the warehouse supply chain and improving user satisfaction.

Established a centralized data reservoir, enhancing cross-functional collaboration and communication efficiency.

Developed and automated logistics scheduling, increasing efficiency by 50% and eliminating errors.

UX Researcher – Precision Insight Solutions
05/2022 – 11/2022 Dallas, TX

Led user research in AR and VR environment, conducting interviews, surveys, and usability testing to identify user needs

Developed wireframes and prototypes in Figma, refining designs through iterative feedback.

Delivered key outputs, including user personas, task flows, and prototypes, based on heuristic evaluation, usability testing and literature reviews on presence and immersion.

Product Engineer/Research focused – Principal Global Investors
03/2019 – 06/2021 Des Moines, IA

Led cross-functional teams to translate user needs into product requirements

Designed user studies to identify inefficiencies and streamline processes

Oversaw transition from on-premises to cloud-based solutions, improving efficiency by 80%