

SIYAN YAO

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Education

University of Cambridge			July 2015
Master of Philosophy, Psychology	Cambridge, United Kingdom		
<i>Thesis: Pilot study exploring potential relationship between leadership effectiveness perceived by subordinates and three leadership styles</i>			
University of Minnesota			May 2013
Bachelor of Arts, Psychology	Minneapolis, Minnesota, United States	GPA 3.796	
Shanghai Maritime University			June 2009
Bachelor of Management, Finance Management	Shanghai, China	Excellent Paper 2009	

Professional Experience

Career Break		April 2023 – Present
<ul style="list-style-type: none">Work with AI (e.g. Deepseek, ChatGTP, Cursor) on the projects including configuring a database of narcolepsy studies, developing a memory match game for seniors using a WeChat mini-program, and creating a WeChat mini program for food calories.Develop content focused on health and wellness on individual website and social media platforms to build personal intellectual propertyContributed valuable insights by writing two articles on marketing and branding for clients of a consulting firm on the WeChat platformAcquired proficiency in HTML, CSS, SQL, and Python, showcasing a dedication to continuous learning and adaptability		
Senior Researcher, Consumer Insight and Consumer Science · Clarins · Research & Development · Shanghai, China		April 2022 – March 2023
<ul style="list-style-type: none">Launched the consumer studies program by standardizing the operating procedure of the qualitative and quantitative studies to cooperate with the projects from multiple areas and functions on regulatory affairs, consumer insights, product development, and marketing strategy in ChinaDesigned 1 qualitative and quantitative studies to assist product development regarding the regulation, clinical efficacy and marketing trendInstructed group member to improve the quality of 1 competitive product analysis and 3 focus group interview and data presentationAnalyzed 2 clinical projects with 100-150 variables across 2-4 databases in R, comparing key variables between and within groupsLed the project of volunteer database development, optimizing the volunteer recruitment processLanded the lab privacy policy regarding the Personal Information Protection Law and data compliance for the project of volunteer databaseBuilt WeChat official account and WeCom platform to localize the subject recruitment channel		
System Analyst & Research Specialist · NYU Shanghai · Office of Research · Shanghai, China		January 2020 - April 2022
<ul style="list-style-type: none">Digitalized the workflow of research agreement review process by optimizing the operational workflows, writing the system requirement specification, monitoring the project progress, testing the usability and user experience in different level of timeline and giving prompt feedbackManaged 2 Microsoft Access Database from building to improving the user experience by upgrading the database structures and propertiesAccomplished the 2020 annual report of research publication requested by the Ministry of Education (MOE)Analyzed IRB system, subject recruiting system, data collection system to issue the analysis report for decision-making		
Research Specialist · NYU Shanghai · Behavior and Experimental Economics Lab · Shanghai, China		August 2016 - January 2020
<ul style="list-style-type: none">Turned research questions into 4 behavior economics and 2 neuroeconomics studies in collaboration with scholars from 5 different countriesDeveloped programs in z-tree software to carry out 4 behavior economics experiment in the early stage of the studiesInitiated behavior lab's subject pool, financial program, internal quality control standards and operational proceduresBuilt the English and Chinese website and social media account		

Relevant Training

ZHIQUN UX Course for User Experience Research and Design	November 2021 - May 2022
Completed 4 class projects and 1 practical project (i.e. Diantao App User Experience Optimization). The content covered industry and market research, competitive analysis, user research (qualitative and quantitative), user personas, user journey map, user flow, scene design and information architecture.	

Language and Competent Skills

- Fluent in Chinese and English
- Proficient in Microsoft office Suite, including Word, Excel, PowerPoint, Outlook and Access
- Competent in SPSS, R, SQL, AMOS, HTML, CSS, zTree, Qualtrics
- Familiar with qualitative and quantitative research method, including experimental design, survey, A/B test, case study, interview, etc.
- Good command of data analysis skills, such as statistical analysis, factor analysis, trend analysis, structural equation modeling, SWOT

姚巳晏

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教育背景

剑桥大学 (英国) 心理学硕士	2014.10-2015.7
明尼苏达大学 (美国) 心理学学士	2012.1-2013.5
上海海事大学 财务管理学士	2005.9-2009.6

工作经历

职业转型期 2023.4-现在

- 利用 AI (Deepseek, ChatGTP 和 Cursor) 开发和设计项目, 包括建立一个关于睡眠障碍疾病研究的数据库 (搭建中), 设计一个帮助老年人预防阿兹海默症的微信小游戏 (测试中), 和制作一个食物热量转化和摄入计算微信小程序 (功能改善中)
- 在个人独立站和社交媒体平台上开发专注于健康和保健的科普内容, 以建立个人知识产权
- 为一家咨询公司的客户撰写两篇关于企业微信公众号文章, 为其营销和品牌建立正面的社会形象
- 自学并提高 HTML、CSS、SQL 和 Python 等几种计算机语言的编写能力, 坚持学习并了解适应最新的科学技术

高级研究员, 消费者洞察及消费科学 · 娇韵诗化妆品科技 (上海) 有限公司 · 中国研发实验室 2022.4-2023.3

- 启动并落地消费者研究跨部门合作项目。制定并编写定性和定量研究的标准化执行流程, 以支持来自全球、区域和本地的项目, 包括针对中国市场的行业监管事务、消费者洞察、产品开发和营销战略等。
- 设计 1 个定性和定量研究综合项目。根据合作方需求制定项目研究目标与方案并确定研究假设, 结合行业法规和市场趋势设计访谈和定量实验测试, 为市场和临床产品研发提供定性和定量的研究支撑。
- 指导组员完成并提高 4 个项目的产出质量。包括 1 个高端产品线竞品分析项目和 3 个焦点小组定性研究项目
- 分析 2 个临床项目的数据。在 2-4 个消费者洞察研究的数据和临床测试数据表中挖掘 100-150 个以上变量之间的潜在关系, 对比关键变量组间和组内间的关系, 为研发和市场在开发和产品宣称指明方向。
- 负责受试者数据库一期项目。与法务和外部律师合作拆解项目中涉及个人信息保护法及数据合规的问题并落地实验室隐私条例。建立实验室公众号并利用企业微信整合现有数据以实现招募渠道本土化。

系统分析师&研究员 · 上海纽约大学 · 科研办公室 & 行为与实证经济学实验室 2020.1-2022.4

- 成功落地科研合同线上审批项目。项目前期分析并优化现有流程; 项目中期根据实际需求编写需求说明 (SRS) 并负责与相关技术部门包括 Workday 团队、IT 部门合作并协调项目的进展; 项目后期对线上流程进行测试及反馈; 项目落地后追踪实际问题并予以解决。
- 建立并维护 2 个 Microsoft Access 数据库。对数据库结构与设置进行日常优化, 使用查找功能和相关 SQL 语言进行相关内容的数据分析, 为管理层进行相关决策和评估提供支持。
- 负责 2020 年教育部高校社科科技成果统计项目上海纽约大学论文发表数据。项目前期清理、比对及分析 8 个数据库中 2000 条以上的收录数据; 项目中期分析并优化已有 Qualtrics 中问卷的设计并提高数据收集的效率及回复率; 项目后期对比及整合 400 条左右的数据。
- 分析 IRB 管理系统、被试招募管理系统、数据收集系统并出具相关的报告, 为相关决策提供参考。

研究员, 行为经济学 · 上海纽约大学 · 行为与实证经济学实验室 2016.8-2020.1

- 负责设计 4 个行为经济学研究项目并参与 2 个神经经济学项目。项目课题内容包括议价谈判与信息质量的关系、市场信息对议价行为的影响、囚徒困境游戏中的不对称支配效应及压力与经济决策行为的关系等。实验前根据研究课题制定研究方案并利用计算机语言设计编写行为经济学实验; 实验中各个阶段对交互界面进行测试以确保被试对象在实验过程中高效的完成议价谈判; 实验后与被试对象沟通了解其对实验过程的体验。
- 运营与管理上海纽约大学行为与实证经济学实验室, 包括实验室日常运营与管理、建立样本数据库、建立及管理实验室网站及社交媒体公众号、数据分析等。

相关培训

知群 UX 用户体验设计课程 2021.11-2022.5

- 完成 4 个分阶段课程项目 (包括网易云音乐竞品分析、淘宝直播用户调研及建模、有道云笔记概念分析及场景设计和支付宝记账功能体验优化) 及 1 个实战项目 (点淘 app 用户体验优化)。涵盖行业及市场调研、竞品分析、用户调研 (定性与定量)、用户画像及旅程图、用户流程、场景设计、信息构架等内容。

相关技能

语言: IELTS 7; 3 年以上英美留学工作经历, 英语听说读写流利, 交流无障碍。

计算机: Word, Excel, PowerPoint, Outlook, Access, SPSS, R, SQL, AMOS, HTML, CSS, zTree, Qualtrics

研究方法: 熟悉并掌握实验设计、问卷、A/B 测试、案例分析、访谈等多种定性、定量及综合研究方法

数据分析: 统计分析、因素分析、趋势分析、SEM 模型、SWOT 模型