Yin-Juei Chang, Ph.D.
(pronounced "Ing Ray")

A cognitive psychologist with extensive experience in distilling user insights to set direction for product development and scaling. Skilled at working with vulnerable populations and medical professionals, across cultures, languages, and functions. A storyteller with excellent problem-solving skills and the can-do spirit. Committed to improving the quality of lives at the individual and community level through creating impactful technology.

PROFESSIONAL EXPERIENCE

SENIOR RESEARCH ASSOCIATE | Hopelab, San Francisco, CA 2017 – 2019
Led research activities that utilized behavioral research to magnify product impact.
- Successfully completed a large-scale survey study across the nation; study findings support the scaling of the product, a goal-coaching app, Goal Mama, from 5 testing sites to 275 sites.
- Designed and built the organization's first mobile-based survey infrastructure that streamlined and automated study process from screening, enrollment, to the deliveries of surveys, mobile application, and compensation; the study collected data from 300 participants with all survey completion rates above 70% across 4 surveys.
- Organized and co-facilitated focus groups to build a journey map that captured the opportunity areas for product use.

SENIOR ASSOCIATE, R&D | Hopelab, Redwood City, CA 2015 – 2017
Leveraged human-centered research to provide actionable guidance for product to ensure user needs and impact.
- Built a theory of change model, supported by scientific research, that clearly mapped out the behavioral levers for product to follow to ensure user needs and impact; the deliverable took the team past the first decision gate within the organization and led to the birth of Vivibot - an award-winning, interactive health bot.
- Translated user experience insights into actionable recommendations for product using interviews (in-person and remote), journey mapping, prototyping, design sprint, and co-creation sessions.
- Provided actionable directions to the client for product improvement by surveying user preference using mockups co-created with a designer within given timeline.

USER EXPERIENCE CONSULTANT | Hopelab, Redwood City, CA 2015
Evaluated the user experience and proposed solutions to both technical and conceptual issues. Ideated mobile-based product concepts around creating mental health impact that directed client's future project exploration.
- Led usability testing, in-person, and remote interviews to evaluate user experience of a mobile application.
- Utilized Sketch to transfer product concepts into UI application mockups to communicate ideas with the client.

RESEARCH LEAD | *Ph.D. Researcher* | Infant Cognition Lab, Northwestern University, Evanston, IL 2010 – 2015
Designed behavioral experiments around the development of cognition. Led a team of 5 to 7 research assistants (40+ in total) and oversaw research projects and collected data from 400+ children and their parents.
- Designed, created, and tested the prototypes of 3D experimental stimuli that led to successful data collection.
- Presented research at conferences and prestigious universities to steer the development of research direction.
- Co-programmed with a software engineer to build a new coding software (Chang & Wang, 2014) that successfully improved data collection experience by removing user pain points.

EDUCATION

Ph.D., Cognitive Psychology *Northwestern University, Evanston, IL, USA*
M.Sc., Neuroscience *University College London, London, United Kingdom*
B.S., Atmospheric Sciences with Life Science minor *National Central University, Taoyuan City, Taiwan*

TRAINING & CERTIFICATION

Certified Scrum Master 11/2018 – 11/2020 *Scrum Alliance, Credential ID 983216*
Agile: A Hands-On Introduction to Product Development *Stanford Continuing Studies*
Certificate, Management for Scientists & Engineers *Kellogg School of Management, Evanston, IL*

TECHNICAL SKILLS

R | SPSS | SAS | Matlab | Qualtrics | Tableau | Atlas.ti

LANGUAGE

Mandarin Chinese