

Amelia B. Yang

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EDUCATION

University of Massachusetts, Boston
Masters in Clinical Psychology

New York University
Bachelors in Applied Psychology

General Assembly
UX Design Certificate

PROFESSIONAL EXPERIENCE

General Assembly

Jan 2025 - April 2025

UX Designer and Researcher (40 hours/week)

- Led research and design process to create a companion app for the Houston Philharmonic with interactive experiences, increasing user interest in attending events by 20%.
- Prototyped end-to-end flow of a workout creation flow, landing page and analytics page for workout timer app with 2500+ users, reducing user workout creation journey time by 40%.
- Conducted 20+ interviews to determine user needs and synthesized findings with UX methodology to determine design needs.
- Created user flows, persona building, sketching, wireframing and prototyping in design processes.
- Completed 500+ hours of instruction and design with coursework including in-depth business analysis, design methodology, wireframing and prototyping.

Fastsigns Sunnyvale

Jan 2023 - Present

Researcher, Consumer Insights (40 hours/week)

- Analyze quantitative and qualitative customer feedback to provide recommendations about improving customer experience from first contact to product delivery.
- Conduct exploratory data analysis and created data visualizations with marketing and sales data to identify key trends and insights and increase understanding about company performance.
- Work with service provider to monitor and improve monthly Google pay-per-click campaign.
- Led team of salespeople and utilized AI to develop five new keyword groups and increased invoice ticket average by 35%.

University of Massachusetts, Boston

Aug 2019- May 2024

Researcher (40 hours/week)

- Led lab team of 6 to design studies with quantitative and qualitative research methodology and deploy surveys to collect data from hundreds of participants.
- Cleaned, scored and analyzed data from online surveys to address research questions and draw conclusions about experiential perceptions and behavioral motivations.
- Led data collection and management processes to ensure data accuracy and integrity.
- Provided consultation to primary care teams on behavioral health concerns and case reviews.
- Collaborated with lab members to develop manuscripts and conference presentations about findings related to mental health, interpersonal dynamics and identity.

University of California, Los Angeles

Aug 2017 - May 2019

Study Coordinator (40 hours/week)

- Executed three NASA-funded research protocols to collect data and manage participant flow to test the efficacy and usability of computer and online-based stress management interventions.
 - Conducted qualitative interviews and assessments to collect data about participants' mental health status and perceptions about intervention acceptability.
 - Ran analyses to draw conclusions about experiment efficacy and concluded that interventions were comparable to real-time therapy with a clinician.
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KEY COMPETENCIES: Figma | SPSS | Qualtrics | SQL | Microsoft Office | Research Methodology