

# ARIEL YU

# Researcher w. Qual + Quant Expc.  
# 5 Yrs Experience

## CONTACTS

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## RESEARCH SKILLS

Ethnographic study

Diary Study, In-depth Interview

Contextual Inquiry

Card Sorting, Tree Testing

Rapid Prototyping

Concept Testing, Usability Testing

A/B Testing

Market Research, Survey

## TECHNICAL SKILLS

Machine Learning

R, Python, SAS, SPSS, SQL

Social Intelligence

AdTech, MarTech

## TOOLS

Figma, Sketch

Adobe Creative Suite

User Testing, Dscout

Optimal Workshop

Qualtrics, Salesforce

Microsoft Office, Tableau

## CERTIFICATIONS

Product Owner

Scrum Master

## OTHERS

Volunteer @ Children Hospital

World Citizen (traveled to 30+ countries)

Outdoor Enthusiast (hiked 50+ mt.)

E-commerce Seller (15 yrs experience)

## EDUCATION

**Carnegie Mellon University, College of Engineering**

Master of Integrated Innovation for Products & Services Dec/2020

**Sun Yat-Sen University, Business School**

Bachelor of Management, Major in Marketing Jun/2017

## EXPERIENCES

**Google**

Jul/2021 - Present

**Senior Product Researcher**

Redwood, CA

Research impacted a broad range of stakeholders, including product and engineering teams across the US, IN, BR, and ID markets --

- Led research from planning to reporting. Scoped and prioritized research actions based on research objectives, roadmap timeline, and team capacity.
- Conducted in-depth interviews to identify the trust level of AI automated marketing among SMBs.
- Performed survey studies to identify the scope of the population, from research question design, data coding & labeling, to report delivery.

**Pralent**

Jul/2020 - Aug/2020

**Design Researcher Intern**

Philadelphia, PA

Redesigned the professional management platform based on research findings: Reduced bounce rate by 60% and increased the completion rate by 35%--

- Initiated human-centered research in an engineering-focused company.
- Crafted research plans and accomplished research goals in 2 weeks.
- Performed usability testing to understand user pain points during natural usage and tree testing to evaluate the information architecture of Pralent.
- Reprioritized product features and content to eliminate users' confusion and to maximize product value perceived by users.

**Ogilvy & Mather**

Oct/2017 - Dec/2019

**Marketing Consultant**

Taipei, TW

- Increased 112% paid membership growth in 2 months and 33.5% retention rate -- Performed sentiment analysis, conjoint analysis, and site traffic analysis to optimize the solution for OTT users to browse and stream video and the freemium pricing strategy.
- Drove 160% year-over-year revenue growth -- Performed market research via surveys. Analyzed E-reader market and consumers via regression for segmentation. Delivered digital content based on the consumer segments.

**Yunnex Information Technology Co., Ltd**

Sep/2015 - Jun/2017

**Product Research & Management**

Guangzhou, CN

Launched a B2B payment product that achieved 30M new business customers from small businesses to large chain restaurants within 2 years --

- Performed ethnographic studies, in-depth interviews, and diary studies to research SMBs and their engagement with customers.
- Translated research findings to features of a smart POS device to help SMBs make sense of the payment data and make data-driven decisions.