

Yan LU, PhD

UX Researcher

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Mixed-methods UX Researcher with a PhD in Human-Computer Interaction and 4+ years of industry experience translating complex user behaviors into actionable product insights. Experienced in leading end-to-end research across enterprise and consumer digital products, combining qualitative research with behavioral data analysis to inform product strategy and system design. Known for strengthening research maturity, mentoring cross-functional teams, and advocating for user-centered decision-making in fast-paced product environments.

2022-01 -
2026-02

UX Researcher

- Led mixed-methods UX research for complex financial products and internal platforms, conducting user interviews, usability testing, surveys, and behavioral data analysis to uncover workflow pain points and inform system design.
- Partnered with product managers, designers, engineers, and business stakeholders to synthesize findings into actionable deliverables including personas, journey maps, and research reports that guided product and design decisions.
- Mapped end-to-end user workflows for loan origination, acquisition, and servicing systems, translating complex business processes into user-centered insights for web and mobile experiences.
- Facilitated research workshops and coached cross-functional teams on user-centered methods, helping integrate research insights into product planning and agile development.
- Owned the research lifecycle across major product domains, identifying research opportunities and aligning studies with evolving business priorities.
- Initiated accessibility evaluations to promote inclusive design practices across digital products.

2016-01 -
2021-12

Part-time UX Researcher

Understanding Stay-at-Home Moms' Needs for Workout App

- Conducted interviews and surveys to identify users' needs and pain points. Delivered a high-fidelity clickable prototype that reduced the completion time by 25%

Exploring Family's Impact on Students' Academic Performance

- Used python to analyze and visualize PISA (Program for International Student Assessment) 2012 test data and explored the effects of family-based factors on students' academic performance across different countries

2011-09 -
2015-12

Research Fellow – UX related projects

National University of Singapore, School of Computing

The Effects of Gesture-Based Interaction on Virtual Product Experience (Best Research-in-Progress paper in ICIS 2015, the most prestigious conference in IS)

- Initiated and lead the project by identifying research topic, building up research plan, coordinating with different departments.

Strengths

• End-to-End Research Leadership

Led the full research lifecycle across multiple product domains, translating complex user workflows into actionable insights that informed product strategy and design decisions.

• Mixed-Methods Expertise for Complex Systems

Applied rigorous mixed-methods research to uncover deep insights and guide product improvements.

• Research Advocacy and Organizational Impact

Elevating research maturity by embedding user-centered thinking into product, design, and business decision-making.

Skills

- Research Strategy & Synthesis
- In-depth interview
- Persona Study
- Journey Mapping
- Affinity Mapping
- Card sorting
- Survey design
- Usability testing
- A/B testing
- Data analysis

Tools

- Python, R, SPSS, SQL
- Google Analytics
- Tableau
- Sketch, Figma,
- Miro
- UserTesting.com
- NotebookLM
- Cursor

Conducted surveys and laboratory experiment to investigate the impacts of gesture-based interaction on consumer behavior in virtual product experience

The Influence of Web Aesthetics on Sales Performance

(Best Research-in-Progress paper runner-up in ICIS 2014)

- Conducted in-depth interviews and cart-sorting to develop measures to evaluate web aesthetics. Used Cognitive Dissonance Theory to establish research model. Analyzed real-life transaction data collected from Taobao.com to validate the hypotheses

2011-02 -
2011-08

Research Associate

SIM (Singapore Institute of Management) University

- Conducted large-scale survey, including 32,000 households, for People's Association to understand residents' perception of PA's programs and activities. In charge of interviewers recruitment and training, field control, data analysis, and data interpretation.

Education

2005-09 - Ph.D. in Innovation and Information Management

2010-06

The University of Hong Kong, School of Business

Dissertation: The Impacts of Trust-Based Factors on the Effectiveness of Search Engine Advertising

- Full Postgraduate Scholarship

2000-09 - B. S. Information Management and Information System, 2004-07 Minor in Computer Science

Xi'an Jiaotong University, GPA: 3.9/4, Top 3%

- Excellent Bachelor's Dissertation
- First Class Scholarship in four consecutive years
- Outstanding Student in four consecutive years

Selected Publications

Journal Papers

- **Lu, Y.**, Chau, M., and Chau, P. Y. K., "Are Sponsored Links Effective? Investigating the Impacts of Trust in Search Engine Advertising," *ACM Transactions on Management Information Systems (ACM TMIS)*, 7(4), Article 12, 2017.

Conference Publications

- Liu, Y., Shen, Y., and **Lu, Y.**, "Touching the Future: The Effects of Gesture-Based Interaction of Virtual Product Experience," in *Proceedings of the International Conference on Information Systems (ICIS 2015)*, Fort Worth, Texas, USA, Dec 13-16, 2015.
- Shen, Y., Liu, Y., Chan, Hock C., **Lu, Y.**, and Wang, D., "Embodied Persuasion: How Holding Your Smartphone Changes Your Product Perception" (2015). *SIGHCI 2015 Proceedings*. 22.
- **Lu, Y.**, Tan, B., and Wang, Y., "Web Aesthetics: How Does it Influence the Sales Performance in Online Marketplaces," in *Proceedings of the International Conference on Information Systems (ICIS 2013)*, Milano, Italy, Dec 15-18, 2013.

Certificates

- Udacity Nanodegree in User Experience
- Udacity Nanodegree in Data Analyst

Languages

- English (fluent)
- Chinese (native)
- Hokkien (native)
- Cantonese (moderate)