

Yichen Wang (Sharon)

- Mixed-method UX researcher with 3.5 years qualitative and quantitative experience in agile cross-functional teams.
- 2+ years as the sole researcher, leading end-to-end UXR in all stages of product development.

yichenwang96@gmail.com
sharonwangux.com
[\(347\)882-6508](tel:(347)882-6508)

WORK EXPERIENCE

OPPO

UX Researcher
2022.7 – 2023.9
New York

OPPO is a top 5 global smartphone company with 600M MAU. I worked as the sole researcher in the global software team, focusing on strategic and partnership projects.

- Led 5+ [survey](#) studies and 15+ [evaluative](#) sessions, which resulted in actionable insights on user needs and pain points as well as prioritized feature roadmaps.
- Collaborated with frog on a strategic research project, utilizing the [DVF \(Desirability, Viability, Feasibility\)](#) framework to [prioritize](#) use cases and innovation opportunities.
- Performed a [strategic analysis](#) to integrate [Generative AI](#) into ColorOS while exploring partnership opportunities with Microsoft and Google, laying the groundwork for future collaboration with these industry leaders.
- Streamlined UXR practice by implementing the [UserTesting](#) platform and optimizing participant recruitment, resulting in an [80%](#) acceleration of the [recruiting process](#).

American Express

UX Researcher
2022.7 – 2023.9
New York

- Performed [competitor analysis](#) for Kabbage Insights, delivering recommendations to optimize key screens and flows. Presented findings to [cross-functional teams](#), including [2 VPs](#), achieving high recognition.
- Ran 10+ [interviews](#) with small/mid-sized enterprises on their cash flow management habits to uncover needs, pain points and opportunities for [feature innovation](#).

OnePlus

UX Researcher
2020.3 – 2022.3
New York

OnePlus is a smartphone brand known for premium devices and a fast and smooth OS.

- Led the [end-to-end](#) UX research for 2 innovative products from early stage generative studies to evaluative usability testings, which are recognized as [15 best](#) Android apps by Android Police and [the 5 most innovative](#) tech by ZDNet in 2021.
- Applied [mixed methods](#) ([interviews](#), [focus groups](#), [surveys](#), [concept testing](#), [usability testing](#), etc.) and synthesized data from internal and external sources to inform product decisions.
- Ran 10+ [collaborative workshops](#) with product managers, designers, and developers to generate product ideas, using frameworks like [Crazy 8s](#) and [Jobs To Be Done](#).
- Developed [data dashboards](#) to track product performance, which helped to identify critical drop-off points and reduce the [drop-off](#) rates by [11%](#) after an iteration.

EDUCATION

Columbia University

Master of Arts
Developmental Psychology
New York

Fudan University

Bachelor of Science
Psychology
Shanghai

University of California, Berkeley

Exchange Program
Psychology
Berkeley

SKILLS

Research Methods

Survey / Usability Testing
Interview / Concept Testing
Focus Group / Desk Research

Tools

Figma / UserTesting / Miro
Survey Monkey / Google Analytics
SPSS / R / Advanced Excel

UX

Persona / User Journey Map
Affinity Diagram / Crazy 8s
Jobs To Be Done