YASMIN SIYAD

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SKILLS

- 1-1 User Interviews
- Usability Testing
- Heuristic Evaluation
- A/B Testing
- R Programming
- SQL
- Figma
- Adobe Creative Cloud
- Qualtrics
- Tableau
- Linux
- MATLAB
- Power BI
- Survey Development
- Google Analytics
- AI/ML

PROFESSIONAL EXPERIENCE

Toyota Research Institute   **Los Altos, CA**
Research Participant Coordinator   May 2023 - August 2023

- Collaborated in end-to-end research to streamline intake procedures and optimize participant recruitment for a study on alcohol-related impaired driving
- Ensured strict adherence to research protocols, overseeing accurate data collection via breathalyzer testing
- Utilized advanced data analytics to analyze participant data, identifying key factors for impaired driving and informing future research for road safety enhancements

MEETCODY.AI   **Remote**
User Researcher   March 2022 - April 2023

- Led cross-functional teams to develop innovative strategies for product evolution and user experience enhancement, resulting in a 40% increase in user engagement
- Conducted usability testing and user feedback sessions, extracting actionable insights to guide iterative design improvements and enhance product usability
- Collaborated with diverse teams to refine visual elements and optimize user experience, contributing to overall product satisfaction and usability

INTERNSHIPS

Edily Learning Startup   **Remote**
UX Research Intern   March 2021 - June 2021

- Iterated over an 8 week sprint in designing wireframes for first MVP launch working with a mentor
- Performed competitive analysis on competing education and media apps based on design, user flow, and information hierarchy
- Presented designs and research findings to weekly product meetings to assess constraints from cross functional perspectives and make revisions

EDUCATION

University of California, Los Angeles (UCLA)   **Los Angeles, CA**
Bachelor of Arts - Psychology (Concentration: statistics)   2017 - 2021

CERTIFICATIONS

Human Subjects Research – Social-Behavorial-Education (SBE) Foundations   2023
CITI Program (ID: 56357232)