

# SI XIAO

**Mixed Methods Researcher (315) 825-8866**

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## UX / RESEARCH EXPERIENCE

### **Yahoo UX Research Intern** —Yahoo, *New York, NY*

May 2022 – Aug 2022

- Led independent end-to-end qualitative (Diary study & In-depth Interviews) and quantitative research (survey) to understand customers needs for online parent communities.
- Collaborated with PMs and senior leadership to ideate features and opportunities in the problem space.
- Synthesized and delivered insights to stakeholders and provided recommendations to inform product direction.

**Impact:** influenced the product team to include some features in their roadmap, which would not be considered previously.

### **Lead UX Researcher** — Macau Lisa International Trade Co, *Macau*

Jan 2020 – Present

- Managed research studies throughout product development cycle to help the product team build an beauty app during the pandemic.
- Developed company-wide research programs and templates as a sole researcher to collect quantitative and qualitative user data.
- Presented key insights to senior leaders and delivered recommendations for improvements.

**Impact:** informed strategic decision-making about product innovation during the define phase and influenced the design directions through iterative user testing.

### **Doctoral Researcher**— Education for Thinking Center, Columbia University, *New York, NY*

Sept 2019 – Present

- Lead and manage research teams of 15 to design and implement interventions to help adolescents develop cognitive skills in the US, China, and Japan.
- Conduct interviews with teens & parents to gather qualitative insights on the intervention.
- Translate research findings into clear, actionable insights and presented at conferences.
- Develop rigorous coding schemes to organize and analyze written responses using quantitative methods, such as t-test, poisson analysis, and chi-square test.

**Impact:** construct a repeatable framework of cognitive interventions for adolescents around the world using technologies to develop thinking & reasoning skills.

### **Graduate Student Researcher** — Language and Cognition Lab, Columbia University, *New York, NY*

Aug 2019 - Jun 2020

- Conducted interviews with kids (3 to 5 years old) to evaluate their numerical comprehension.
- Reviewed video recordings to code children's idiosyncratic behaviors using ELAN software.
- Analyzed data using R to understand factors influencing numerical development by performing regression analysis.

**Impact:** provided insights into young children's numerical development to inform future interventions to boost STEM education at an early stage.

### **Graduate Behavioral Researcher** — The University of Chicago Booth School of Business, *Chicago, IL*

Jul 2017 - Jun 2018

- Developed surveys using Qualtrics to evaluate people's willingness to use algorithm-based method or human professionals when making predictions.

**Impact:** significantly improved high-stakes decision-making for companies in multiple domains.

### **Research Fellow** — Georgetown University Medical Center, *Washington, DC*

Aug 2016 - May 2017

- Applied social behavioral science research approaches to health-related longitudinal studies.
- Navigated demands of large-scale, large-team project management; maintained a high level of communication at diverse levels.
- Collaborated with cross-functional teams to deliver the projects.

**Impact:** uncovered insights into health-related human behaviors to prevent severe diseases such as cancer; informed effective coping strategies for breast cancer patients.

## EDUCATION

### **Columbia University**

New York, NY

Sept 2019 - Expected Dec. 2023

Ph.D., Cognitive / Developmental Psychology

### **The University of Chicago**

Chicago, IL

Aug 2017 - Jun 2018

Master of Arts in Psychology

### **Georgetown University**

Washington, DC

Aug 2013 - May 2016

Bachelor of Arts in Economics

Minor in Psychology

## SKILLS

### **UX Research**

Mixed Methods Research

Generative & Evaluative

Card Sorting

Competitive Analysis

Contextual Inquiries

Usage Data Analysis

Survey

Ethnography

Focus Group

In-depth Interview

Diary Study

Usability Testing

Concept Testing

Heuristic Evaluation

Cognitive Walkthrough

A/B Testing

### **General Research**

Project Management

International Research

Research Design and Planning

Data Collection

Data Synthesis and Analysis

Data Visualization

Delivery of Findings

Stakeholder Presentations

### **Tools**

SPSS

SQL

Tableau

R

Qualtrics

Dscout

Toluna

UserTesting