

Yung-Sheng Chang

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EDUCATION

The University of Texas at Austin, Austin, TX

Ph.D., 2022, Information Science, research focusing on health consumers information needs and behaviors

National Tsing Hua University, Hsinchu, Taiwan

M.S., 2013, Industrial Engineering and Engineering Management, specialized in Human Factors

National Chung Cheng University, Chiayi, Taiwan

B.S., 2011, Psychology

TECHNICAL SKILLS

- **Quantitative Research:** surveys, eye-tracking, statistic and experimental design, regression model
- **Qualitative Research:** usability testing, interviews, diary studies, observation, heuristic evaluation, card sort
- **Software:** Excel, MAXQDA, Nvivo, Qualtrics, SPSS, iMotions
- **Programming:** R, Python, SQL

PROFESSIONAL WORK EXPERIENCE

Vrbo – Expedia Group, Austin, TX

User Research Intern | Jun. 2019 – Aug. 2019

Intern project - evaluated the information architecture for the Vrbo homeowner website:

- Evaluated website navigation using prototypes in first-click survey (400 users)
- Conducted in-lab usability study and identified top navigation problems (12 users)
- Provided content and information architecture related recommendations to the UX design team
- Assisted the research team in conducting remote usability testing and interviews

RESEARCH EXPERIENCE

The University of Texas at Austin, Austin, TX

Research Assistant | 2016 – Present

Health information searching research:

- Conducted an experimental study on 34 users' perceived ability (questionnaire) and actual behaviors (think-aloud and eye-tracking data) in using search engines to search for health information

Longitudinal health information seeking research:

- Conducted a mixed-methods longitudinal remote study - diary studies, interviews, and behavioral log data - to investigate 11 chronic health patients' information needs and information seeking behaviors

Mobile health application research:

- Conducted user research and design for a mobile health application to prevent opioid users from overdosing by providing them access to health information and community support

Health information credibility evaluation research:

- Investigated the credibility evaluation of online health information of 25 users by analyzing retrospective think-aloud data and performing regression models (*received Best Conference Sub-Unit Paper Award*)

Assistant Instructor | 2021 – 2022

- Taught 2 undergraduate courses on UX design (36 students) and on UX research methods (9 students)

Chang Gung University, Department of Industrial Design, Taoyuan, Taiwan

Research Assistant | 2015 – 2016

Smart clothing for heart disease patients – national multidisciplinary project:

- Performed usability testing on smart clothing designed for 81 heart disease patients by conducting interviews and creating persona and scenarios

Smartphone gesture research:

- Designed and tested the usability of smartphone surface gestures on three smartphone sizes among 3 different age groups by analyzing performance measurements data

Real-time information sharing running app:

- Contributed to the experimental design of testing the usability of real-time information sharing running app