WANGDA (DAVID) ZHU

LinkedIn | GitHub | Website | 201-360-1957 | wz334@cornell.edu

EDUCATION

PhD Behavior & Design
Minor Statistics & CS
2018 - 2023
Cornell University

M.S. Design Research
2017 - 2018
Cornell University

B.S. Industrial Design
2013 - 2017
Zhejiang University

B.Arch.
2012 - 2017
Zhejiang University

SKILLS

>5 yrs' experience
Usability testing,
Interview, Survey
R, SQL

>3 yrs' experience
Django, Python, Java
Adobe Suite (PS, AI, ID)
Rapid prototyping

AWARDS & SERVICE

Fully-funded Ph.D. by
Graduate Fellowship
Teaching Assistantship
Research Assistantship
2018 - 2023

Ad Hoc Reviewer
DIS - ACM SIGCHI, BJET

Graduated with Honors
(Top 5% in new grads)
2017

National Scholarship
(National Award, < .5%)
2013, 2014

PROFILE

I am graduating from PhD at Cornell University in Spring 2023.
I have 1 year experience in industry and more than 5 years in academia on UX research in apps and devices with interdisciplinary teams.

EXPERIENCE

UX Researcher; May 2022 to December 2022
Google via Signature; devices and services
- Designed and led 7 lab and field studies on key features of wearable and hearable devices (e.g. algorithm, wearing comfort) to help stakeholders determine the product direction.
- Planned the roadmap with a series of studies on watch form design guidelines to inform next generation product engineering and design.

UX Researcher Intern; Summer 2021
Alibaba; local services division
- Created & analyzed a competitive comparison experiment (n = 4k+) on price to help leaders determine the price strategy.
- Created & analyzed a NPS survey (n = 3k+) to inform product and business teams.

Data Analyst Intern; Summer 2019
DiDi; bike-sharing app
- Analyzed 10 million+ sharing-bikes status and produced weekly reports.
- Defined bike status by metrics summarized from telemetry logs with other teams.

Graduate Research; August 2018 to Present
Cornell University; department of Human Centered Design
- Used survey experiment, interview, log analysis to understand user experience of an educational app fully designed, developed, and deployed by myself (app | code).
- Created a diary study tool to evaluate learning environments (app | code).
- Mentored 10+ graduate and undergraduate research assistants.

SOME PUBLICATIONS

Zhu W., Hua Y., Zhu G., Wang L. (2022). Share and Embrace Demographic and Location Diversity: Creating an Instagram-based Inclusive Online Learning Community. *British Journal of Educational Technology*.

Zhu W., Zhang C. (2022). Understand the Driving Factors Behind Net Promoter Score through Survey: A Case Study of a Food Delivery App. *Quant UX Con 2022*.

Zhu W., Hua Y. (2022). Building-EMA: Applying Ecological Momentary Assessment to Post-occupancy Evaluation. *EDRA53*.

Zhu W., Hua Y. (2020). A Model of Perception of Ambient Learning Environment and Learning Environment Satisfaction: A Survey Instrument. *PsyArXiv.*

Zhu W., Hua Y., Dogan T. (2019). Evaluating Street Quality for Walkability from 3D Models. *Earth and Environmental Science*.

Zhou Y., Zhu W. (2017). Study on Subjective Evaluation of Comfort of Lighting Environment in Nursing Institutions. *Applied Mechanics and Materials.*