Yiran YUAN
https://yiranyuan.fr

UX RESEARCHER & DESIGNER

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⬡ RESEARCH & DESIGN PROJECTS

DECATHLON | UX Researcher&Designer - APP
Septembre 2023- Now | Freelance | Full remote

Decathlon is a French sporting goods retailer. It is the largest sporting goods retailer in the world.

- Research and optimize the internal audit app "Smart Assessments" for Decathlon.
  - In terms of qualitative research, conduct interviews with global users of the app, with a focus on users primarily located in China, India, Vietnam, Italy, and France.
  - Quantitatively, administer UMUX and NPS surveys to comprehensively analyze product features.
  - Collaborate with the PM to report on research findings.
- Based on user pain points, propose innovative interface solutions.
  - Create apps prototypes
  - Organize user testing to test the prototypes and gather user feedback for further optimization.

User interviews/ Usability testing/ Suvey/ Translation/ Reporting/ Story telling/ Prototype / Usability testing

Cdiscount | UX Researcher - E-commerce
February 2022- July 2023 | CDI via QUADRA | Bordeaux, France

Cdiscount is the is the French leading online ecommerce platform.

- Conducted qualitative research using various research methods to deeply understand the needs and pain points of Asian users.
  - Conducted 32 hours of user interviews
  - Generated 96 insights
  - Provided 24 actionable recommendations
- Create an intercultural research methodology for qualitative research, designed to overcome cultural differences between Europe and Asia.
- Conducted and analyse quantitative research
  - Designing and launching online questionnaires (NPS, UMUX, adhoc survey)
  - Collecting and analyzing data, and reporting and sharing results
  - Analyse massive Customer Support users requests
- Data analysis, visulize with dataviz. (NPS, Umux, Support cases...etc)

In-depth interviews(IDI)/ Usability testing/ Suvey/ Translation/ Reporting/ Story telling/ Culture consulting

ref: https://octopia.com

COULART | UX Researcher&Designer - APP
September 2019- July 2022 | Freelance | Paris, France

Coulart is an intercultural online course platform dedicated to match teachers and students in vitural class, and this platform provides a digital management system for students and teachers.

- Conducted researches on "vitural classes for kids" subject, including studing on relevant article, preparing and drafting research plans, recruiting participants, moderating interviews, analysing and reporting.
- According to research result, created an innovative multifonction viturel classe to improve student-teacher interaction on online classe.
- Created a Customizable Dashboard to make the background data more intuitive for different users.
- Conducted secondary usability testing, including preparing and drafting research plans, moderating interviews with kids, analysing and reporting.

User Interviews/ Analyse the needs of users/ Wireframing/ Rapid prototyping/ User interface/ Cooperate with devloppers/ Usability testing/ A/B testing/ Paparing all graphics, icons, images resources for developers

⚒ TOOLS

- Ⓜ Miro
- Figma
- Dovetail
- Tandemz
- Xd Adobe XD
- Ps Adobe Photoshop
- Ai Adobe Illustrator
- Pr Adobe Premiere Pro
- Zeplin

⚙ SKILLS

Design Thinking
User Research
Usability Testing
A/B Testing
In-depth Interview
Audit
Rapid Prototyping
Wireframing
Intraction Design
Storytelling
User Flows
User senario
Information Architecture
Wordpress / HTML / CSS

🗨 LANGUAGES

English	TOEIC 875
French	DELF B2
Chinese	Native Language

🎓 EDUCATION

L'École de Design Nantes Atlantique
UX Design | User Research
2022 | Master | Nantes,France

IAE Nantes - Université de Nantes
Gestion et management d'entreprise (Design)
2021 | Master | Nantes,France

Shandong University of Art & Design
Product Design
2017 | Bachelor | Shandong, China

♡ INTEREST

Psychology Technology Animal