

Shirley (Zhenyan) Liu

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Dynamic UX Researcher and certified Project Management Professional (PMP) with a proven track record of delivering user-centric solutions and managing cross-functional teams to drive project success and enhance user experience.

EXPERIENCE

UX Researcher

Bentley University Haptic Lab. | Waltham, MA

May. 2024 - Current

- Extracted data from video recordings of saxophone players and reviewed literature for a study on how the sense of smell impacts performance intonation, contributing key insights.
- Assisted in teaching by showcasing a custom-designed VR game, allowing students to interact with VR and tactile devices, deepening their understanding of haptic feedback and immersive user experience through hands-on interaction.

Project Management (Intern)

X-Chem Inc. | Waltham, MA

Jun. 2023 - May. 2024

- Led the design and implementation of customer satisfaction surveys, utilizing Excel pivot tables for data analysis to extract actionable insights, and the results were presented at company town hall meetings to inform strategic decisions.
- Led the development of instructional lab tutorial videos as a significant service enhancement, aiming to reduce 40% of the full-time equivalent (FTE) required for the technology transfer projects, and boost client satisfaction.
- Created training materials for the launch of a new enterprise resource planning (ERP) platform, enhancing adoption and efficiency among internal employees.
- Led the coordination and communication for 12 projects, ensuring timely clarity on project scopes and efficient delivery of commitments with external partners.

UX Researcher

Bentley University Virtual Communication Research (VRC) Lab | Waltham, MA

Apr. 2023 - Jun. 2023

- Moderated experimental study sessions, overseeing the participants' interactions with VR environments and collecting data on their responses and behaviors.
- Scheduled in-person research participants, coordinating with the lab director and co-workers to ensure timely and accurate participant recruitment.
- Created a booking schedule tutorial to streamline future researcher onboarding, improving participant scheduling and lab operations efficiency.

Executive Business Assistant

Sotheby's | Shanghai, China

Jan. 2022 - Jul. 2022

- Conducted user journey research on China's luxury e-commerce platforms, identifying pain points in luxury purchasing which shaped Sotheby's e-commerce strategy in the Chinese market.
- Carried out competitive analysis on Mainland China's luxury e-commerce and auction platforms to identify the threats and unique opportunities in the localization of Sotheby's Mainland China website.
- Worked as a project manager, facilitated among cross-functional colleagues and external vendors to ensure the set-up of Shanghai's new entities, including entity establishments, license applications, etc.

Project Analyst

Farfetch | Shanghai, China

Jun. 2020 - Jul. 2021

- Identified the needs and pain points through internal cross-functional research, then redesigned report and data book structures to automate report generation, saving ~40% of the time for updating the operation department's monthly reports.
- Analyzed weekly trade data using SQL, and translated them into insights and reports for the team and senior managers to review.

EDUCATION

Bentley University

Aug. 2019 - May 2023

Master of Science in Human Factors in Information Design
Degree GPA 3.5/4.0

Harvard University (Part-time, online)

Jan. 2023 - May 2026

Master of Liberal Arts in Industrial and Organizational Psychology, extension study
GPA 3.7/4.0

Bentley University

Aug. 2014 - Dec. 2017

Bachelor of Science in Corporate Finance and Accounting
Minor in English and Media Study
Academic Honors (Dean's List)

CERTIFICATES

Project Management Professional

(PMP)

Social & Behavioral Research (CITI

Program)

SKILLS

Research Skills: Usability test, user interview, journey mapping, heuristic evaluation, competitive analysis, field methods research, survey design

Design Skills: User interface design, user experience design, wireframe, prototype (Hi-fi & Low-fi), data visualization

Quantitative Skills: Data analysis, SQL

Software: Figma, Qualtrics, Miro

LANGUAGES

English (proficient)

Chinese (native)

