

# YIYI WANG, PhD

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## Summary

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I'm an adaptive and data-driven behavioural scientist with 7 years of experience. My goal is to understand how humans think, feel, and behave within their diverse contexts to foster engagement and wellbeing.

## Work Experience

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**Product & Data Scientist | UpBeing AI** **January 2024 – Present**  
**User Experience Researcher | UpBeing AI** **September 2022 – December 2023**

*SQL, Python, Tableau, Microsoft SQL Server, Google Analytics, Google Ads Manager, Asana*

- Led design and research on an LLM-powered RAG chatbot, serving 4,000+ app users.
- Conducted user surveys and interviews to gather feedback on product features; summarized key themes on Dovetail, mapped user journeys, and collaborated with the dev team to improve product iterations.
- Developed predictive models using data from calendars, Spotify, weather, and activity trackers, improving accuracy of user wellbeing forecasts by 15%.
- Conducted analysis of marketing and financial data, resulting in optimized ad spend and a 20% increase in user registrations while keeping acquisition costs low.
- Identified and resolved user experience issues in the invitation process, increasing invite acceptance rates from 30% to 60%, contributing to a 7x user base growth in four months.
- Presented weekly data briefings on user growth, retention, market ad campaign performance, and product engagement for cross-functional teams and external stakeholders.

**Data Analyst & Lead Researcher | University of Toronto & Southern California** **August 2018 – June 2024**

*SQL, R, Python, Qualtrics, Tableau, React, Node.js, JavaScript, HTML/CSS, Firebase, Jira*

- Skilled quantitative and qualitative researcher with diverse methodological experience (experiments, focus groups, interviews, online surveys), with 13 academic publications (8 as first author) and >15 international presentations (USA, Canada, China, & Germany).
- Designed interactive web tools for participant consent, data sharing, real-time data collection, and result presentation, supporting over 3,500 participants across 20 research projects.
- Performed A/B testing and analysis for 15 longitudinal studies, including 6 three-week online mental health training programs that delivered personalized interventions to 2,000+ students.
- Applied statistical analyses and machine learning techniques to user feedback, improving program design and increasing user satisfaction by 25% through iterations.
- Created dashboards to track key metrics and trends, supporting data-driven decision-making.
- Managed and grew research teams, leading 23 researchers to conduct multi-year, global projects.

## Projects

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**AI Mental health Chatbots | Python, React, JavaScript, HTML/CSS, Firebase**

- Created 6 LLM-powered chatbots to deliver personalized wellness feedback and activities.
- Developed backend systems using machine learning algorithms to create user profiles.

**Real-time Emotion Sharing | React, JavaScript, Node.js, Firebase**

- Built a real-time emotion tracking dashboard to share and display class emotions, comments, and polls.
- Generated a backend that pulls and parses data from the cloud database to populate data live on the page.
- Used by over 500 psychology undergraduates during U of Toronto's Orientation Week.

## Technical Skills

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**General:** Research Design, Data Visualization, Project Management, Predictive Modeling, Machine Learning Algorithms, Large Language Models (LLMs), Statistical Analysis, Natural Language Processing (NLP)

**Languages:** Python, R, SQL, JavaScript, C#, HTML/CSS

**Tools & Techniques:** Qualitative & Quantitative Research, Tableau, MySQL, jQuery, React, Node.js, Microsoft SQL Server, Firebase, Figma, Unity, Google Analytics, GCP, Google Ads Manager

## Education

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**University of Toronto** *Ph.D. in Psychology*

**August 2020 – June 2024**

**University of Southern California** *M.S. in Applied Behaviour Analysis*

**August 2018 – May 2020**

**University of California Irvine** *B.S. in Social Psychology*

**September 2014 – March 2017**