

**Research Interests**  
Applied Cognitive Science  
Human Expertise  
Sports Cognitive Science

# Guanjie Li

Research to squeeze the **juiciest** ideas.

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## Methodology

Usability Testing  
User Research  
Cognitive Task Analysis  
Personas  
Storyboards  
Experimental Design  
Psychometrics

## Software

Sketch 3  
Balsamiq  
Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
SPSS®  
NBS Presentation®

## Languages

English (TOEFL 111/120)  
Chinese (Native speaker)

## Hobbies

Movies  
Novels  
Drawing  
(Watching) Soccer  
Self-teaching German



## EDUCATION

**Carnegie Mellon University**

**Human Computer Interaction Institute**

Master of Educational Technology and Learning Science; GPA 3.77/4.0

Aug 2014 – Aug 2015  
Pittsburgh, PA

**Zhejiang University**

**Department of Psychology and Behavior Science**

Bachelor of Science in Psychology; GPA 3.95/4.0; rank 1/35

Aug 2010 – June 2014  
Hangzhou, China



## USER EXPERIENCE PROJECTS

**Carnegie Mellon University**

**Capstone Project Group Research Lead**

Jan 2015 – Present

*Project: Video service experience for teachers' professional development*

- Member of a five-person interdisciplinary team to design a user-centered product
- Manage the design process based on psychological/sociological theories in HCI
- Conduct user research and iterative prototype testing
- Instructed by the Chief Designer of Bloomboard

**Carnegie Mellon University**

**Curriculum Design**

Sept 2014 – Nov 2014

*Project: Dimensions of Throwing – College Ultimate Frisbee*

- Collaborated in a 2-person team; focused on the online course part
- Led interviews and cognitive task analysis to design assessments and instruction
- Made prototypes of the E-learning activities on Moodle and conducted user tests

**University of California, Davis**

**Exchange Student of "Global Research Experience in Advanced Technology" Program**

July 2013 – Aug 2013

*Project: Decision making and self management behavior of Chinese patients*

- Pilot research for a long-term health service project
- Completed interviews, focus group, behavioral experiment & analysis independently within 50 days
- Honored with "Outstanding Research Performance"



## GRANTS & AWARDS

**Recipient of National Undergraduate Training Grant for Innovation and Entrepreneurship**

June 2013 – Apr 2014

*Project: Impact of Modernization on the Moral Cognition of Chinese*

- Managed a 3-person team researching social cognition
- Wrote undergraduate honor thesis on impact of modernization on the moral cognition of Chinese
- Results presented at the 2nd International Symposium on Decision Making & Brain Research, Beijing (July, 2014).

**Recipient of National Undergraduate Training Grant for Innovation and Entrepreneurship and Potential Talents Grant of Zhejiang Province**

Apr 2012 – Apr 2013

*Project: The influence of cognitive style on economic decision-making*

- Collaborated in a 3-person team to combine experimental economics with cognitive psychology
- Designed and implemented the experimental control program with Presentation®; the computer-based experiments was conducted with 200+ participants
- Contributed to experimental design, data analysis and report writing

**National Scholarship from Ministry of Education of China**

2012, 2013