姚巳晏

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个人简介

以研究和数据分析为导向的专业人士，具备心理学与行为研究背景，擅长在复杂、杂乱的信息中识别关键模式，并将其转化为结构清晰、可落地的分析结论。我享受深入研究问题、独立完成分析任务，并持续推进项目直至形成具体成果（如报告、系统或分析框架）。适合学术研究及组织中以严谨分析和稳定产出为导向的岗位。

核心技能

数据分析与统计：SQL、Python、R、SPSS、AMOS、结构方程模型、统计分析、数据清洗与整理

研究方法：实验设计、问卷研究、定性与定量研究、A/B 测试、深度访谈

系统与工具：Microsoft Office（Word / Excel / PowerPoint / Access）、Qualtrics、zTree、HTML / CSS（基础）

语言能力：中文（母语），英语（流利）

工作经历

2023 年 4 月 – 至今　　　　　　　职业修整期（个人与专业发展）

- 在调整健康状态与建立可持续工作节奏的同时，持续进行专业能力提升
- 系统性学习并实践 Python、SQL、R 及数据分析相关技能
- 开发个人网站及微信小程序项目，用于练习数据结构、逻辑建模与问题解决能力
- 为咨询公司撰写基于研究与分析的文章，支持品牌与市场洞察
- 了解跨境电商基础运营模式及投资分析逻辑

2022 年 4 月 – 2023 年 3 月　　　资深研究员（消费者科学与消费者洞察）　　　　　　Clarins 法国娇韵诗 | 研发部 | 上海

- 制定并标准化消费者及临床研究流程和数据文档规范，提升研究一致性与可复现性
- 设计并分析定性与定量研究，用于支持产品开发、法规评估及市场趋势判断
- 使用 R 对约 2 项多变量临床研究数据进行清洗、合并与统计分析，并形成研究分析报告
- 主导志愿者数据库流程设计，优化招募效率并确保数据合规（个人信息保护法）
- 搭建并运营微信官方账号及企业微信平台，用于本地化研究招募

2020 年 1 月 – 2022 年 4 月　　　系统分析师 & 研究专员　　　　　　　　　　上海纽约大学 | 科研办公室 | 上海

- 设计并优化科研协议审核与管理流程，实现流程提速、错误率降低及数据可追溯性提升
- 构建并维护 Microsoft Access 数据库，优化数据结构与用户使用体验
- 对科研管理相关系统（IRB 系统、受试者招募系统、数据采集系统）进行分析并形成决策支持报告
- 负责完成教育部要求的年度科研成果统计与分析报告

2016 年 8 月 – 2020 年 1 月　　　研究专员（行为与实验经济学实验室）　　　　　上海纽约大学 | 文理部 | 上海

- 与多国学者合作，设计并执行行为经济学与神经经济学研究项目
- 使用 zTree 编程实现实验流程，并建立数据采集与管理规范
- 负责实验室受试者系统（SONA）管理，协调约 50–100 名受试者参与实验
- 搭建实验室中英文网站及社交媒体账号，支持研究招募与信息发布

教育背景

2015 年 | 英国剑桥大学 | 心理学哲学硕士（M.Phil.）| 论文：领导风格与下属感知领导效能关系的探索性研究

2013 年 | 美国明尼苏达大学 | 心理学文学学士（B.A.）| GPA：3.796

2009 年 | 上海海事大学 | 管理学学士（财务管理）| 毕业论文获 "优秀论文"

相关培训

智群 UX 用户体验研究与设计课程 | 2021 年 11 月 – 2022 年 5 月

完成多项用户研究与实践项目，涵盖行业研究、竞品分析、用户研究（定性/定量）、用户画像、用户旅程、信息架构与体验优化。

Profile

Analytical and curious professional with experience in research data analysis, structured information gathering, and independent problem-solving. I enjoy transforming complexity into clarity and contributing to projects that result in concrete, well-crafted outcomes.

SIYAN YAO

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SUMMARY

Research-focused Data Analyst with experience designing and executing behavioral, consumer, and institutional research studies. Skilled in collecting, cleaning, organizing, and analyzing complex datasets using R, SQL, SPSS, and Python. Adept at structuring research workflows, building data systems, and translating findings into clear, actionable insights for decision-making. Strong background in psychology and experimental research design, with a methodical, detail-oriented working style well suited to academic and research environments.

SKILLS

- **Data & Analysis:** R, SQL, Python, SPSS, AMOS, structural equation modeling, statistical analysis, data processing
- **Research Methods:** Experimental design, survey design, qualitative & quantitative studies, A/B testing, user interviews
- **Tools & Systems:** Microsoft Office Suite, Access, Qualtrics, zTree, basic HTML/CSS
- **Languages:** English (fluent), Chinese (fluent)

PROFESSIONAL EXPERIENCE

**Career Break (Personal & Professional Development) · April 2023 – Present
- Took a structured break to restore health and build sustainable work routines
- Strengthened analytical and programming capabilities through continuous self-learning
- Developed personal web and mini-program projects to apply coding, data structuring, and problem-solving skills
- Wrote analytical articles and provided insight support for consulting clients
- Gained exposure to cross-border e-commerce operations and investment analysis

Senior Researcher, Consumer Science & Insights | Clarins R&D | Shanghai | Apr 2022 – Mar 2023
- Standardized research procedures and data documentation to support product development, regulatory evaluation, and consumer insight projects, improving consistency and reproducibility across studies.
- Designed and analyzed qualitative and quantitative research studies to evaluate product perception, trends, and clinical outcomes, producing structured insight reports for internal project teams.
- Led development of volunteer data management workflows and privacy compliance processes.
- Analyzed multi-variable clinical datasets in R across ~2 structured studies, cleaned and merged datasets, and generated research insight reports for internal scientific and product teams.

System Analyst & Research Specialist | Office of Research, NYU Shanghai | Shanghai | Jan 2020 – Apr 2022
- Designed and optimized workflow systems for research agreement review and administrative processes, resulting in faster processing timelines, reduced data inconsistencies, and clearer access to structured research records.
- Built and maintained Microsoft Access databases to improve data structure and user experience.
- Conducted system analyses and generated evidence-based recommendations for research operations and policy decisions.
- Completed annual national research reporting requirements for the Ministry of Education.

Research Specialist, Behavioral and Experimental Economics Lab | NYU Shanghai | Aug 2016 – Jan 2020
- Designed and executed behavioral and neuroeconomic research studies in collaboration with international research teams, coordinating participant recruitment (~50–100 participants via SONA system) and maintaining structured study records.
- Programmed behavioral experiments and developed data collection workflows.
- Managed participant recruitment systems and operational procedures for the experimental lab.

EDUCATION

- **University of Cambridge** | M.Phil. Psychology | Jul 2015
  Thesis on leadership perception and behavioral styles.
- **University of Minnesota** | B.A. Psychology | GPA: 3.796 | May 2013
- **Shanghai Maritime University** | B.M. Finance Management | Awarded for Excellent Thesis | Jun 2009

RELEVANT TRAINING

ZHIQUN UX Research and Design Certificate | Nov 2021 – May 2022
Completed projects in user research, competitive analysis, journey mapping, and information architecture.