

Yanbing Chen

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Experience

UI/UX Design Researcher

UW-Madison | Jul 2025 - Present

- Lead UX research and evaluation for an interactive taxonomy browser supporting paleoecological data workflows.
- Conduct user interviews, think-aloud studies, and scenario-based usability evaluations.
- Apply SUS/NASA-TLX usability testing to evaluate user performance metrics.
- Design and analyze quantitative surveys to statistically evaluate interface changes.

CO-President

GISphere | Jun 2022 - Present

- Own product vision and roadmap for a searchable guide serving 500+ global GIS graduate programs.
- Prototype user flows and design site architecture to improve platform navigation.
- Design and analyze surveys to prioritize feature development based on user needs.
- Grow and manage a global student community through webinars, blogs, and forums.

UX Researcher, Data & Analytics

UW-Madison | Jul 2024 - Jun 2025

- Led user-centered design and prototyping of multiscale heatmap visualizations for large-scale spatial data exploration.
- Analyzed user interaction logs to identify drop-off patterns and test UI refinements.
- Enhanced spatial readability, layout responsiveness, and user flows.

Operation and Data Analysis Intern

Orka Lab Inc. | Mar 2021 - Feb 2022

- Performed competitor analysis, A/B testing, and persona creation for AI hearing aid.
- Conducted market research, user interviews, created customer journey maps, and proposed UX design improvements for product optimization.
- Collaborated with product and engineering teams to identify usability issues and test interface functionality across edge cases.

Finance Intern

Greenwood Asset | May 2020 - Jul 2020

- Synthesized industry research and market insights to support portfolio discussion.
- Structured competitive analysis into research briefs and comparative tables.
- Created clear data visualizations to communicate market insights in internal reports.

Teaching & Pro-Bono

Project Lead

UW-Madison | Oct 2025 - Present

- Design tactile navigation maps for campus spaces, applying accessible design for visually impaired users.
- Lead exploration in AI-augmented cartographic workflows, including LLM-assisted ideation, data preprocessing, and design iteration.

Undergraduate Research Mentor

UW-Madison | Sep 2025 - Present

- Guide undergraduate researchers in developing user-centered design projects and research proposals.

Student Director

AAG Cartography Specialty Group | Sep 2025 - Present

- Coordinate student-led initiatives across the national cartography network.

GIS Workshop Instructor

McGill | Sep 2022 - May 2023

- Led hands-on workshops focused on advanced spatial analysis and visualization.

Education

University of Wisconsin-Madison

Ph.D. Geography | 2025 - May 2028 (Expected)

- Focus: HCI, Web Map Design, Prototyping, UX Research, AI
- 4.0/4.0; Full academic scholarship recipient

University of Wisconsin-Madison

M.S. Cartography and Geographic Information Systems | 2023 - 2025

- Focus: User-Centered Design, Information Visualization, Interactive Cartography, GIScience Education
- Thesis: GIScience Education from Faculty Careers to Student Training: A Dual Perspective on Academic and Professional Development
- 4.0/4.0; Full academic scholarship recipient

McGill University

B.A. Geography and Economics | 2019 - 2023

- Relevant Coursework: Spatial Behavior Modeling, Geospatial Web Map Design, Geocomputing
- 3.8/4.0; Dean's Honor List

Skills

Design

User Experience · Interaction Design · User Interface · Digital Prototypes · Wireframing · Low-High Fidelity Mockups · Inclusive & Accessible Design · Content Creation · Web Design

Research

User Research · User Interviews · User Testing · Survey Design and Analytics · A/B Testing · Customer Journey Mapping · Experimental Design · Information Architecture · Competitor Analysis · Qualitative & Quantitative Analysis · Statistics · Data Visualization · Data Science

Software and Platforms

Adobe Suites · Illustrator · Photoshop · InDesign · AfterEffects · Figma · Canva · Mapbox · ArcGIS Suite · Leaflet · Wordpress · Jira · Excel · Word · Outlook · Powerpoint

Programming and Data Analytics

Python · R · SQL · HTML · CSS · JavaScript · D3.js · Tableau · Power BI · Github · Google Colab

Other Skills

Product Management · Rapid Iteration · Cross Functional Collaboration · Communication Skills · Provide and Solicit feedback · Decision Making

Awards

NACIS Student Best Dynamic Map | 2025

Trewartha Graduate Research Scholarship | 2025

Petchenik Map Competition - First Place | 2024

Symposium Scholarship for CaGIS & UCGIS | 2024

Master's Student Research Grant | 2024

University Scholarship at UW - Madison | 2023

Cartography and GIS (CaGIS) Rising Award | 2023

GIC Undergraduate Award | 2023

Arts Research Internship Award | 2023

Arts Undergraduate Award | 2023