

Leyi Yang

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EDUCATION

University College London (UCL), United Kingdom

2024 - 2025

Master of Science, Human-Computer Interaction

Graduated with Merit

King's College London, United Kingdom

2021 - 2024

Bachelor of Science, Psychology

Graduated with Distinction

PROJECTS

TaskTabs – Productivity Chrome Extension (Founder & Product Lead), United Kingdom

May 2026 – Present

- Conducted user research on multitasking and context-switching behaviours, uncovering opportunities to reduce the cognitive cost of resuming interrupted work.
- Defined product vision, MVP scope, and feature roadmap for a task-based browser workspace tool, prioritising solutions through user feedback and iterative testing.
- Designed core experiences including task-based tab organisation, contextual classification, resume reports, notes, and native Chrome Tab Group integration.
- Launched TaskTabs on the Chrome Web Store and managed the end-to-end product lifecycle from discovery and design to implementation and release.
- Drove multiple product iterations based on user testing, improving onboarding, automation controls, workspace customisation, and integration with existing browser workflows.
- Established product principles around transparency, user control, privacy, and workflow compatibility to guide feature prioritisation and design decisions.
- Directed AI-assisted development and translated product requirements into implementation specifications and technical architecture.

SoleMate - Designing Products to Reduce Sedentary Behaviours at Home, United Kingdom

Sept 2024 - May 2025

- Led a cross-functional team of 5 to design an app addressing sedentary behaviour at home, including smart slippers for posture detection and digital interfaces for education, tracking, and reminders
- Led synthesis of questionnaire, interview, and diary study findings to identify behavioural barriers and define four core user needs that informed feature prioritisation and product direction
- Ideated 5 evidence-driven product features and made decisions on the prioritisation of features
- Conducted a Wizard-of-Oz test with 11 participants; evaluated usability using Nielsen's 10 heuristics
- Iterated product features based on usability testing insights, improving notification clarity, accessibility, and task comprehension across user journeys
- Work published at CHI 2025

Design Directions and Ethical Concerns of Applying Large Language Models (LLMs) in Conflict Resolution in Romantic Relationships, United Kingdom

May 2025 - August 2025

- Investigated opportunities and limitations of LLM-mediated conflict support through 10 semi-structured interviews and speculative design probes, identifying key user expectations, trust concerns, and ethical

challenges

- Conducted reflexive thematic analysis to uncover themes related to trust, perceived neutrality, emotional validation, and limitations of AI-mediated conflict support
- Translated findings into strategic design recommendations for emotionally supportive AI systems, balancing user needs, perceived neutrality, and responsible AI considerations
- Informed future design of emotionally supportive, ethical, and trustworthy LLM-based systems

Wave - Designing Wristband to Reduce Body Check in Anorexia Nervosa Population, United Kingdom

February 2025 - May 2025

- Identified behavioural patterns and unmet needs related to body-checking behaviours through analysis of lived-experience discussions, informing the design of a wearable intervention for habit disruption and behaviour change
- Synthesised findings into 2 personas to guide design decisions
- Designed and iterated a wristband-based intervention combining detection, haptic feedback, and supportive messaging to reduce compulsive body-checking behaviours
- Conducted Wizard-of-Oz testing, iterated vibration patterns and message content based on feedback

SKILLS

Research Methods

Semi-Structured Interviews, Surveys, Diary Studies, Usability Testing, Wizard-of-Oz Testing, Thematic Analysis, Mixed-Methods Research

Product Discovery & Strategy

Research Synthesis, Product Discovery, Feature Prioritisation, Opportunity Identification, User Journey Mapping, Persona Development, Behaviour Change Design, Evidence-Based Design

Communication & Collaboration

Research storytelling, insight communication, strategic recommendations, stakeholder communication, cross-functional collaboration

TOOLS

Figma, Framer, Miro, Qualtrics, SPSS, NVivo, JASP, Codex, Claude Code, GitHub