

# Yuxian (Yuki) Lin

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## EDUCATION

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### Indiana University Bloomington Media School

*Ph.D. student in Media Arts and Science*

Bloomington, IN

Aug. 2021–Present

Relevant coursework: Cognitive Approach to Media, Experimental Methods in Cognitive Science, Multilevel Modeling

### Boston University College of Communication

*M.S. in Public relations*

Boston, MA

May. 2020

Relevant coursework: Communication Research; Introduction to Emerging Media Studies; Measuring Media Effects: Experimental Design & Measurement

### Colorado State University

*B.A. in Journalism and Media Communication*

Fort Collins, CO

Dec. 2017

### Hunan University

*B. A. in Broadcasting and Television Directing, Creative Media track*

Changsha, China

May. 2018

## TECHNIQUE SKILLS

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**Human-centered Mixed Research Methods:** Interview, Focus Group, Content analysis, Survey (Qualtrics, SurveyMonkey), Lab Experiment

**Cognitive Science:** Eye tracking, facial coding, EDA, ECG

**Data Analysis:** SPSS, R

**Modeling:** Unreal Engine4, Maya

**Visual Design:** Final Cut Pro, Adobe Premiere, Photoshop, WordPress

## RESEARCH EXPERIENCE

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### Researcher, Institute for Communication Research, Indiana University Bloomington

Sep. 2021 – present

#### Interactive Video User Satisfaction Research:

- Authored and lead the project, and gathered IRB materials
- Administered the data collection process: Recreated 5 sets of experimental stimuli, designed and generated 1 **self-report online experiment** and 1 **lab-based experiment (self-report & psychophysiology)**, drafted and executed protocol for the experiment with 436 human subjects

### Graduate Research Assistant, Communication Research Center, Boston University

Jan. 2020 – May. 2020

#### Excitation Transfer in Mixed Immersive Environments Project:

- Assisted research fellows with the manipulation check (**VR, 360 degrees video, and normal video**) and supported in-lab experiments with 60 human subjects including implementing research protocols

### Associate Instructor & Graduate Assistant, The Media School, Indiana University Bloomington

Sep. 2021 – present

- Assisted the faculty of “*Principle of Public Relations*”, “*Media Literacy*” with in-class discussion, grading, and office hours

## INDUSTRY EXPERIENCE

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### Hill+Knowlton Strategies

Beijing & Guangzhou, China

*Public relations freelancer*

Apr. 2018 – Aug. 2018

- Brainstormed and outlined pitch research of “Vitamin World” project, operated 15 people focus group research, and visualized user behavior
- Collaborated with advertising, event companies on World Cup strategic campaign for Haier Group, created cooperation plan with reality show *Once Upon A Bite* and business plan with Beijing Universal Studio

*Public relations intern*

May 2017 – Jul. 2017

- Collaborated with colleagues to plan and support on-site for the press release for Sino-Ocean Group; Designed PR strategies, planned media visiting tour and co-branding activities with “Tuzki” during the soft opening of Grand Canal Place Shopping Center
- Managed paid media relations and monitored public opinions on Sino-Ocean and collaborated with colleagues to respond to the crisis management

### Yangcheng Evening Newspaper Advertising Company

Guangzhou, China

*Integrated Marketing Communication intern*

May 2016 – Jul. 2016

- Collaborated with colleagues to design UX for the official social media platforms and created daily social media news, original post, and branding post; Supported 2000 active users online community and analyzed user’s feedback