

Shuhan Wen

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WORK EXPERIENCE

Quantitative Research Intern

February – May 2026

Philadelphia Higher Education Network for Neighborhood Development (PHENND)

Philadelphia, PA

- Collected, validated, and integrated data from multiple sources, standardized variables, applied missing data imputation in R, and built a centralized database with a codebook supporting all subsequent analyses.
- Designed a quasi-experimental evaluation plan to assess a college mentoring program's effectiveness and conducted propensity score matching; created a new outcome measure, defined program success metrics (e.g., graduation and retention), selected 8 key covariates from 20+ variables, and ran regression models (N=2,095) in Python.
- Translated statistical findings into clear insights for non-technical stakeholders and contributed to a report, providing evidence of program effectiveness and supporting grant application.
- Conducted regression analyses with interaction effects, identified subgroups most likely to benefit from the program, and enabled nonprofit leadership to better understand target population and refine the program.

UX Research Intern

June – August 2025

Baidu

Beijing, CN

Products: Baidu Netdisk, China's leading **cloud storage** platform; TeraBox, All-in-One **AI workspace**.

- Conducted a large-scale survey (N=1,124) and 6 in-depth interviews to identify user perceptions and pain points; moderated a focus group and tested redesign concepts in collaboration with Design and Product.
- Translated user feedback into redesign recommendations on visual style, information architecture, and interaction patterns; over half were adopted, and a refreshed version was launched.
- Spearheaded desk research across three target markets to assess local learning needs, informed decisions on which regions to prioritize for subsequent user research, and suspended further research in one low-demand region.
- Conducted surveys and in-depth interviews, uncovered learning behaviors and unmet needs among target users, translated findings into AI-powered feature opportunities, and informed TeraBox's evolving product roadmap.

Consumer Insights Intern

April – July 2024

Ipsos

Shanghai, CN

- Designed a survey for an iPhone-to-vivo user migration study and built complex branching logic based on brand-switching behaviors; focused on user pain points driving post-migration churn.
- Documented and synthesized 8 in-depth interviews for a consumer segmentation study, identifying consumer needs, behaviors, and purchase motivations across 3 potential segments; formulated hypotheses for follow-up survey validation.
- Applied conjoint analysis, evaluated consumer trade-offs between on-pack messaging and price points, identified optimal combinations, and informed packaging upgrades and pricing strategies.
- Conducted annual brand health tracking and competitive benchmarking, analyzed brand funnel metrics with a focus on brand awareness and purchase conversion rates; helped the client identify performance gaps and areas for improvement.

ACADEMIC PROJECT

Mixed-Methods Study of Explicit–Implicit Attitude Gaps Toward Wealthy Individuals | *Social Psychology Course Project*

- Designed and conducted a Likert-scale survey (N=1,000) and a behavioral experiment using the Implicit Association Test (IAT), measuring participants' explicit and implicit attitudes separately; calculated IAT D-scores and ran regression analyses in SPSS.
- Conducted 12 in-depth interviews with participants exhibiting larger explicit–implicit attitude discrepancies and coded interview transcripts in NVivo.
- Synthesized quantitative and qualitative findings and identified 3 psychological mechanisms behind gaps between self-reported and revealed attitudes towards wealthy individuals.

EDUCATION

University of Pennsylvania, Philadelphia, PA

August 2024 – May 2026

Master of Science in Social Policy and Data Analytics

East China University of Science and Technology, Shanghai, CN

September 2020 – June 2024

Bachelor's Degree in Sociology

SKILLS

Data Analysis: R, Python, SPSS, Stata, SQL

Data Visualization: Tableau, ArcGIS, Excel

UX Research Methods: Survey Design, In-Depth Interview, Focus Group, Usability Test

UX Research Tools: NVivo, Qualtrics, UserTesting, Miro