

CV

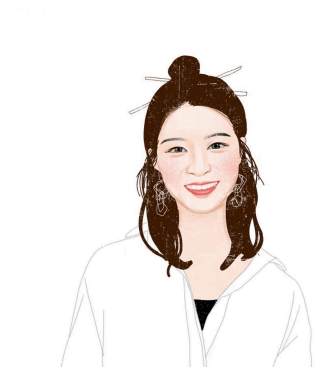
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Xinhui Ye

DESIGN RESEARCHER



PhD researcher trained in mixed methods, with a Master's in Strategic Design. I turn messy human data into clear, usable insight, running studies from start to finish: objectives, methodology, fieldwork, analysis, and the storytelling that moves stakeholders. Equal parts qualitative depth and quantitative rigour, with a stubborn habit of keeping people at the centre of the decision.

EDUCATION

PhD, Human-Computer Interaction (HCI)

Eindhoven University of Technology, NL · 2019–2025

MA, Strategic Design

HfG Schwäbisch Gmünd, Germany · 2016–2018

BSc, Industrial Design

Beijing Institute of Technology, China · 2011–2015

EXPERIENCE

Coding & Robotics Instructor

STEM, primary education · 2026–present

Doctoral Design Researcher

TU Eindhoven · 2019–2025

Coach, Design Research Methods

University teaching · 2020–2023

Vice Leader

Baidi Accordion Orchestra · 2011–2015

LANGUAGES

English — C1

German — B1+

Dutch — B1

Chinese — native

RESEARCH & METHODS

Mixed-method research design

In-depth interviews

Longitudinal field studies

Survey & questionnaire

Co-creation workshops

Customer journey mapping

ANALYSIS & SYNTHESIS

Factor analysis

Group comparison

Framework building

Behavioral pattern analysis

Prototype testing & validation

Data storytelling

SOFTWARE & TOOLS

SPSS — Advanced

R — Intermediate

Miro — Advanced

AI-driven tools — Advanced

Adobe Suite — Intermediate

Figma — Intermediate

Microsoft Office — Advanced

WORKING STYLE

Self-directed, end-to-end ownership

Curious & human-centred

Cross-cultural communicator

Calm under demanding timelines

Turns complexity into clarity