Yunshan Li

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Education

University of Chicago, IL, US   *Anticipate to graduate in June 2026*
◆   Master of Arts Program in the Social Sciences, focus on Anthropology
◆   Midway Research Scholarship and M.A. Director's Scholarship

University of Toronto, Toronto, CA: **Honours Bachelor of Arts**   *Graduated in Jun. 2025*
◆   Cumulative GPA: 3.79/4.00, Dean's List, Fall 2022 & Winter 2023
◆   *Specialist*: Anthropology (Society, Culture, and Language); *Minor*: Psychology

Work Experience & Internships

Chengdu Chaoyue Zhibo Education Technology Co., Ltd., Chengdu, China   **May. 2023 – Aug. 2023**
User Experience Intern
◆   Utilized UX research skills and knowledge in chess to contribute to the design and development of the app "Chao Yue Chess", including market research, UI design, and user-centered usability tests.
◆   Conducted interviews and participant observations to gather insights from users and understand needs;
◆   Recognized a market gap in middle game strategy training, and led an independent function development project, which created an innovative feature that helped users improve their middle game level.

Private Chess Coach, Toronto, ON, Canada & Online   **Feb. 2023 – Present**
Self-employed Chess Coach
◆   Advertise personal brand on online platforms and recruit students;
◆   Create customized training plans to address specific areas of improvement and instruct players on various aspects;
◆   Helped a student increase 400 points of FIDE rating after studying for 1 year with me; another student won 3rd place in the 2025 U12 North American Youth Chess Championships after studying for 6 months with me.

Research Experience

2025 American Anthropological Association (AAA) Annual Meeting, *New Orleans, LA, US*   *Nov. 2025*
Accepted Presenter, Panel Chair
◆   Accepted to present the research outcomes of a practicum course, ANT473: Ethnographic Practicum: The University;
◆   Demonstrate findings on leadership training in the Student Life Department of the University of Toronto to attendees.

UX Research on Toronto Subway, *Toronto, ON, CA*   *Sep. 2024 – Dec. 2024*
Researcher
◆   Utilized various ethnographic methods including participant observation, semi-structured interview, diary study, digital ethnography, and affinity mapping to investigate the user experience of Toronto Subway (TTC), and designed prototypes;
◆   Presented the outcomes at 2023 Department of Anthropology Design Fair to faculty members, peers and TTC staff members.

Digital Ethnography Study on AI-Human Relationships, *Beijing, CN & online*   *Jul. 2024 – Sep. 2024*
Independent Researcher
◆   Used methods including multi-modal text analysis and semi-structured interview to explore the romantic relationships Chinese female users developed with generative AIs, interviewed 9 participants and analyzed 124 posts and did thematic coding;
◆   Analyzed findings using modernity theory, and interpreted the reshaping of intimate connections in the digital age;
◆   Presented and published the paper at SocioConclave: Centered around Social Sciences (CSS 2024).

Ethnographic Practicum: Toronto Tour, *Toronto, ON, CA*   *May 2024 – Jun. 2024*
Research Group Leader
◆   Led a group of 5 peers in a collaborative research project with Spadina Museum on tourist experiences and perspectives of decolonization practices;
◆   Identified the key finding of the gap of communication between the museum and visitors' interpretations, and reported findings to the museum and public in an open presentation.

Independent Research, *Budapest, HU & Toronto, ON, CA*   *Sep. 2024 – Dec. 2024*
Independent Researcher
◆   Conducted research on inclusiveness and community building during the 2024 Chess Olympiad in Budapest, Hungary;
◆   Engaged in participant observation over 50 hours and conducted 11 interviews with players and team captains;
◆   Analyzed how the ideology of "absolute rationalism" led to a perspective gap between professional and amateur players and further influences social dynamics in the broader chess community.

Skills	Languages
1. Ethnographic research	**1.** English (professional proficiency)
2. Human-centered design	**2.** Mandarin (native proficiency)
3. Affinity mapping & Thematical coding	**3.** French (daily proficiency)
4. Prototyping	
5. Figma & Modao	
6. Python	