

Yanjun (Iris) Long

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EDUCATION

The University of Chicago

Master of Arts in Social Sciences (Gargoyle Research Scholarship, GPA: 4.0)

Chicago

2024 – 2025

- Courses: Social Theory Perspectives; Computing for Research & Data Analysis; Algorithmic Media & Visual Culture; UX Research

The London School of Economics and Political Science

Bachelor of Arts in Social Anthropology (First Class Honours)

London

2021 – 2024

- Courses: Transformation and Globalization; Power, Law and Governance; Kinship, Sex and Gender; Religion in the Contemporary World

PROFESSIONAL EXPERIENCE

AdvancingX

International Marketing & Strategy Intern

Sacramento

June 2025– Present

- **Content Development:** Analyzed global audience behavior across LinkedIn, Instagram, and Wefunder to create messaging strategies, contributing to a 25% increase in engagement and improved investor conversion during campaign rollout
- **Cross-Functional Coordination:** Leading a 90-day multimedia launch campaign for a robotics product launch, coordinating with professors, astronauts, and internal teams to manage timelines, assets, and narrative alignment across 5+ platforms

The University of Chicago | Neubauer Collegium for Culture and Society

Research Assistant & Project Manager

Chicago

June 2025 – Present

- **Project Management:** Led coordination across academic, design and technical teams to product a web-based immersive VR exhibition for the ACM Hypertext 2025 Conference, transforming collaborative ethnographic research into a public-facing experience
- **Research Synthesis:** Translated complex interdisciplinary research into accessible digital storytelling, designing 5 public-facing exhibition websites that connected academic content with broader audiences

F lab Consulting

Consumer Insight Researcher

Shanghai

Jul 2023 – Present

- **Mixed-Methods Research:** Designed and led qualitative and quantitative studies to guide Adidas “Year of the Dragon” campaign strategy, boosting engagement and contributing to a projected 5% increase in sales
- **Client Collaboration:** Facilitated stakeholder workshops to clarify client needs and iteratively refine project goals for brand campaigns
- **Insight Storytelling:** Currently authoring weekly pieces that translated social science insights into trend analyses and consumer narratives—bridging academic theory with market storytelling to highlight the business value of cultural knowledge

MKTforGOOD Lab

Industry Analyst

Shanghai

Nov 2022 – Mar 2023

- **Policy Analysis:** Synthesized industry and policy data (e.g. Rural Revitalization Strategy) into a 15-page report, advising ethical consumption strategies for corporate partners
- **Field Research Design:** Conducted 20+ in-depth interviews in rural China to identify development needs and assess expectations of corporate responsibility
- **CSR Strategy:** Developed targeted campaigns that led to a 15% increase in community engagement and enhanced corporate alignment with consumer values

RESEARCH EXPERIENCE

Digital Ethnography | Human-AI Interaction

Researcher

Chicago

Sep 2024 – Present

- **Cultural Epistemology of AI:** Analyzed predictive AI as a future-oriented knowledge system shaped by cultural logics of risk, uncertainty, and intelligence, examining how historical notions of ‘knowing’ are encoded into algorithmic design
- **Digital Ethnography & User Behavior:** Conducted ethnographic research on social media platforms to study how users interact with predictive technologies, identifying patterns in how algorithmic outputs influence perceptions of truth, identity, and decision-making

Ethnographic Research | An Anarchist Social Center

Researcher

London

Feb 2023 – May 2023

- **Organizational Culture Research:** Applied archival and qualitative methods to analyze organizational structures at an anarchist social center, uncovering patterns in collective behavior, interpersonal dynamics, and non-hierarchical decision-making
- **Insight Reporting:** Authored a 20-page ethnographic report linking theoretical frameworks with practical insights on self-organization and non-hierarchical collaboration, contributing to broader discussions on alternative leadership and team structure

SKILLS PROFILE

Skills: Qualitative Research, Ethnography, UX Research, Research/Methodology Design, Project Management

Technical: Microsoft Office, Google Workspace, Adobe Creative Suite, Python, Figma, Canvas, Data Visualization, Video Editing

Languages: English (Proficient), Mandarin Chinese (Native), Cantonese Chinese (Fluent), Spanish (Beginner)