

## PROFESSIONAL SUMMARY

UX research professional with a background in human-computer interaction (PhD) and cognitive psychology (Master). Possessing over 10 years of qualitative/quantitative research design, management, execution, and share out experience, I've demonstrated ability to efficiently work with designers and program managers in industry setting in my most recent job. I engage with customers and turn their needs and frustrations into valuable insights and actionable recommendations throughout product design processes. UX Research is a career path that aligns with my passions, values, and personality. I'm excited to explore new possibilities of contributing and improving the end users' experience.

## QUALIFICATIONS

Generative and evaluative UX research; remote and in-person studies; competitive analysis; ethnography; interviews; surveys; field studies; experiment studies; contextual inquiry; focus groups; qualitative and statistical data analysis; data synthesis; literature reviews; research design; research reports; presentation; research subject recruitment; prototyping; participatory design

## WORK HISTORY

### User Experience Researcher

Microsoft via Aditi Consulting, Office Media Group, Sep 2020 – Present

*As one of the four researchers for Office Media Group (200~ employees), I lead exploratory and evaluative research to innovate new products and improve existing products, such as Office Stream web/mobile app and video feature sets. I primarily drive qualitative research efforts across different feature teams to generate solid foundational customer knowledge and inform feature prioritization for the MVPs.*

- Engage team stakeholders (designers, PMs, engineers, and data scientists) in research processes, ask for and integrate their feedback in research to obtain their buy-in, provide regular updates, and ensure our product design is genuinely customer-centered.
- Understand stakeholders' needs, transfer their design questions to strategic or tactical research questions, craft study plans, write interview/discussion guides and test scripts for live conversations with customers or unmoderated concept/usability testing.
- Identify target customers, write screener questions, recruit and run the studies with the right participants among internal and external customers, and potential future customers.
- Synthesize customer data, deliver detailed share out reports and summarized personas through storytelling, present customers behavior observations and insights to stakeholders, facilitate discussion on the findings and implications.
- Analyze competitive product features and customer reviews to support designers to identify market gaps and customer pain points when using our competitors.
- Provide UX consultant services to empower program managers and designers across different product teams to conduct evaluative research by themselves and enable them to engage directly with customers.
- Teach program manager and engineer interns basic UX research skills and supervise them to conduct remote evaluative research to validate their assumptions and prototypes.
- Support designers and PMs on the feature prioritization decision-making by providing a holistic understanding of the needs and pains across different types of customers.

Microsoft via Allovus, Human-Centered Intelligent System team, Mar 2020 – June 2020

*Designed and executed evaluative user studies to inform and validate feature design decisions across different teams for Office.*

- Designed user research and created research protocols, collected user data by conducting three moderated user studies and four unmoderated user studies with 80 participants, analyzed data and translated the findings into over 40 design insights and actionable recommendations.
- Authored and co-authored 7 study reports and presented the reports to cross-functional partners in order to provide guidance to product and feature design. Study reports were shared with stakeholders, program managers, designers, and other researchers.
- Supported program managers and designers across different product teams who lacked research resources and experience to conduct research by themselves.
- Conducted two in-depth competitive analyses to help cross-functional teams identify new opportunities in improving current product design.
- Complied literature reviews to support defining research questions and hypotheses.

### UX Consultant

Gracetech, Seattle, Jan 2020 – Present

*Successfully helped this non-profit startup create the first-ever UX research practice to evaluate and improve the user experience of its featured product, a Chinese Bible Study mobile application (iDigest).*

- Conducted competitive analyses to help the product team to identify its competitors and understand the trends of Bible study mobile apps in both US and Chinese markets.
- Interviewed stakeholders and targeted users to understand users' needs and create journey maps.
- Helped the product team prioritize users' needs and provided actionable design recommendations to address these needs in the next version of the product.
- Ran user acceptance testing for the first version of the product to verify whether it achieved the major purposes it was built for.

**Researcher**

Coastal Observation and Seabird Survey Team (COASST) University of Washington, Seattle, Mar 2017 - Dec 2019

*Design research and analyze more than a decade of collected human subject data to better understand program needs and to provide guidance on best practices in designing successful citizen science programs*

- Transformed program into a working program on participant research by identifying obstacles, redefining human-centered research goals, reintegrating resources, formulating and implementing research management strategies, and producing top-tier journal publications and professional talks.
- Designed mixed-methods and longitudinal survey studies to guide program managers' understanding of participants' dynamic motivational needs, presenting the results as a set of recommendations that led to better recruitment and retention strategies.
- Optimized, reorganized, verified, and analyzed large human subject datasets (3500+ participants) derived from multimethod collection efforts in order to develop a comprehensive codebook on participant motivations and identities (qualitative) and to test original hypotheses on motivation and perception over time (quantitative).
- Managed the participant recruitment process and trained interns on data entry and qualitative coding in order to create new human subject datasets (1600+ participants) for revealing the patterns of scientific thinking development and motivational needs among citizen participants.
- Supported preparation of two highly competitive National Science Foundation grant proposals on informal STEM learning, resulting in one award of 300k.

**Researcher, Human-Computer Interaction Lab**

University of Maryland, College Park, Sep 2011 – Dec 2016

*Identified research topics and designed 10+ user research studies using qualitative and quantitative methods, working alongside program managers, product designers, developers, educators, domain experts, and practitioners*

- Simultaneously managed multiple research projects and maintained partnerships across institutions and organizations, resulting in the successful and on-time delivery of project outcomes, including top-tier peer-reviewed publications, official reports, grant proposals, and presentations.
- Conducted mixed-methods studies on users' collaborative information sharing motivation and behaviors in order to provide design insights for complex sociotechnical systems and give recommendations for helping users employ technology to improve their professional and daily lives.
- Collected and analyzed qualitative data of 100+ participants through inductive and deductive coding processes to identify themes and analyzed 5,000+ quantitative data points through descriptive and regression statistical analysis to discover underlying trends and patterns.
- Shaped product design (participatory design, iterative prototyping) and evaluation (focus group, usability testing) of a citizen science mobile app, and provided feedback on integrating research findings into the appdesign.

**Researcher Intern, Human-Computer Interaction Group**

Microsoft Research Asia, Beijing, Jun 2009 - Apr 2010

*Defined research goals and conducted online and offline studies on cross-cultural information sharing behavior*

- Conducted interview studies with 30+ employees that aimed to identify important scenarios that reflected how employees use social network services in enterprise systems.
- Designed scenario-based survey studies reaching more than 10,000+ global employees in order to explore the cultural differences between China and the US regarding information sharing behaviors.
- Authored and presented one top-tier UX conference publication that provided insights into culturally sensitive design features of social network platforms.

**EDUCATION**

Ph.D. in Human-Computer Interaction and Information Studies, University of Maryland, 2016

Master of Cognitive Psychology, University of Chinese Academy of Sciences, 2011

Bachelor of Science, Psychology, Beijing Forestry University, 2008

**TECHNICAL SKILLS**

Remote UX platform: Usertesting.com; Survey tool: Qualtrics

Data analysis software: Dedoose, Nvivo, TAMS Analyzer, SPSS, MS Excel, Google Sheets

Programming Languages: Working knowledge of R, graduate coursework in JavaScript

**HONORS & AWARDS**

- All-S.T.A.R. Fellowship for outstanding scholars (16 awards out of over 4,000 students), University of Maryland (2015-2016)
- Dean's Fellowship at the University of Maryland (2012-2013 & 2013-2014)
- ACM Computer Supported Collaborative Work Honorable Mention (Top 5% out of 571 submitted papers), 2016
- Human-Computer Interaction International, Best Paper Award (1 of 12 best papers among 1663 submitted), 2013

**SERVICE & VOLUNTEERING**

Review papers for UX conferences (CHI, CHI PLAY, CSCW, iConference) and other peer-reviewed journals.

Foster puppies and support puppy trainings for Guide Dogs for the Blind.

Prepare and serve meals at a shelter for people experiencing homelessness, Seattle's Union Gospel Mission

**LANGUAGES**

Chinese – Native, English - Full professional proficiency