

PERSONAL PROFILE

Mixed-methods researcher with 4 years of experience managing the end-to-end UX research process and driving evidence-based, product-led strategic decisions.

EDUCATION

Master of Management

Sauder Business School,
University of British Columbia, 2019

B.A. in Psychology

Honours, with Distinction
University of Waterloo, 2018

METHODOLOGIES

- A/B Testing
- Beta Testing
- Diary Studies
- User Interviews
- Usability Testing
- Contextual Inquiry
- Persona & Scenario
- Heuristic Evaluation
- Evaluative Research
- Generative Research
- Workshop Facilitation
- Surveys and Benchmarking

TOOLS

- Miro
- Pendo
- Dovetail
- Typeform
- Amplitude
- Looker Studio
- R, SPSS, Python

LANGUAGES

- English (Native)
- Chinese (Native)

CERTIFICATIONS

- Google Analytics Certificate
- UX Design: Culture in Design

EXPERIENCE

UX Researcher @ Loopio, Toronto, ON November 2021 - Present

- Developed and owned 5+ broad discovery research projects using a mix of qualitative and quantitative methods that led to realignment of key company OKRs.
- Planned and executed 5+ evaluative research projects that informed product designs and feature improvements through usability testing and A/B testing.
- Established feature success tracking processes on two core teams by implementing Google's HEART framework to measure feature performance.
- Designed and owned a rolling research program that identified opportunities through user interviews and gauged the value of integrations via the PMF survey.
- Synthesized and presented UXR insights with actionable insights to key stakeholders and at company-wide meetings.
- Collaborated with cross-functional partners (design, PM, Product Marketing, Customer Support, etc.) in the full lifecycle of product development.

Research Manager, Team Lead @ Exiger, Vancouver, BC October 2019 - November 2021

- Managed a team of five research associates, provided ongoing performance support, organized workshops, and facilitated cross-functional communication.
- Provided enhanced IPO due diligence services for global banks and private equity firms by conducting extensive research in Chinese and English.
- Provided recommendations to enhance software usability based on insights gathered through internal interviews and heuristic evaluations.
- Planned and organized events to support gender equality in the workplace.

Consultant @ BC Wildlife Federation, Vancouver, BC January 2019 - April 2019

- Increased membership retention and attraction through implementation of a comprehensive marketing strategy plan developed through investigating market demographics and compiling industry insights data.
- Collaborated with designers to redesign the official website by supplying them with data-driven information and recommendations gathered through usability testing.
- Owned the entire market and UX research process, and led a team of four in reaching key research goals, developing concrete marketing plans, and helping our client reach targeted results.

Research Assistant @ Work Motivation Lab; Culture Lab; Beck Lab August 2015 - June 2018

- Executed laboratory studies; oversaw management of study materials; and managed scheduling of a team of research assistants.
- Supported overall research lifecycle by producing and disseminating surveys; conducting literature reviews and meta-analyses; designing A/B studies; and defining research questions with teams of interdisciplinary researchers.
- Synthesized and triangulated insights from qualitative and quantitative data.

ACTIVITIES | AFFILIATIONS

Miss Chinese Vancouver Pageant 2017

Raised \$580,000 for Chi-Heng Foundation.

Vancouver, BC

Event Planner & Host

Hosted events such as Celebration of the 70th PRC Anniversary.

Vancouver, BC