

I enjoy studying complex humans through the lens of design and telling meaningful stories to facilitate collaboration and creation. While the focus of my work is on research, I appreciate all phases of design and UX disciplines.

EXPERIENCE

User Experience Researcher

g2o (formerly Clutch) / Columbus, OH / Feb 2019—Present

- Partner closely with clients of various UX maturity levels and industries including banking, retail, and healthcare to drive business impact through design research.
- Define, plan, and conduct exploratory and generative studies with primarily qualitative methods.
- Craft meaningful stories and artifacts such as storyboards, journey maps, service blueprints, and data visualization to share insights with stakeholders from Design, Product, Marketing, and Development.
- Plan and facilitate workshops to build empathy, generate ideas, prioritize action items, and foster alignment.
- Lead internal projects to grow the research discipline and improve how we work as a team.

Design Researcher

Nationwide / Columbus, OH / Sep 2017—Jan 2019

- Led research activities on a cross-functional team to understand how financial advisors work and improve their experience on the desktop/mobile website.
- Drove multiple streams of projects simultaneously and adapted to evolving priorities with flexibility.
- Planned and conducted generative and evaluative studies, including in-depth interviews, co-design, usability testing, benchmark studies, and remote unmoderated testing.
- Translated research findings into actionable recommendations. Communicated insights to the project team and internal clients through presentations and reports.

User Research Intern

L Brands / Columbus, OH / May—Aug 2016

- Supported interviews and usability studies to improve e-commerce experience on desktop, mobile, and native app platforms.
- Worked with a team of product owner, interaction designer, and developer on a weekly sprint schedule to conduct iterative testing.
- Developed scripts, took notes, supplemented follow-up questions during the tests, synthesized research findings and drafted reports.
- Advocated for participatory methods in the research team.

User Experience Research Intern

Lenovo / Beijing, China / Sep 2014—Mar 2015

- Designed and conducted a benchmark usability study on smartphone fingerprint readers to inform the hardware research strategy.
- Designed an experiment to evaluate the accessibility of different areas of mobile phone screens. Published the findings for the 2015 HFES Annual Meeting.

EDUCATION

M.S. HCI/design

Indiana University

May 2017

B.S. Psychology

B.A. Economics

Peking University

Jul 2015

METHODS

Affinity diagrams

Card sorting

Co-design

Contextual inquiry

Creative toolkits

Experience mapping

Heuristic evaluation

Interviewing

Iterative testing

Journey maps

Prototyping

Remote studies

Sketching

Storyboarding

Surveys

Usability testing

Wireframing

Workshops

TOOLS

Airtable

Excel

Illustrator

Indesign

InVision

Miro

Notion

Photoshop

Sketch

Userzoom