

Winnie Chan

Portfolio: [Click Me!](#) | ✉ : Winniechan952@gmail.com

Research Skills

1:1 Moderated Interviews	Heuristic Evaluation	Statistical Analysis	Figma
Field Study	A/B Testing	Experimental Design	Miro
Journey Mapping	Usability Testing	R Studio	UserTesting
End to End R&D	Clickstream Analysis	Research Design	UserInterviews
Competitive Analysis	Data Visualization	Thematic Analysis	Storytelling

Experience

Qnary - User Experience Researcher

January 2023 - June 2023

- Managed multiple projects while independently navigating ambiguity to deliver high-quality reports and actionable insights
- Designed and executed various types of generative and evaluative research to understand unmet and unstated user needs
- Collaborated with key stakeholders [CEO, COO, and CTO] to develop business solutions that met user and organizational needs
- Fostered a collaborative environment with cross-functional teams [CSM, Product, Sales] to achieve key business objectives (OKR)
- Continuously conduct competitor analysis and research to remain current on best practices and to identify knowledge gaps
- Moderated 1:1 usability studies, gather user feedback and provided design suggestions for software product

The Legit Index (Project) - User Experience Researcher

November 2022 - Present

A project spearheaded by a Harvard University Graduate aiming to make governance more transparent

- Designed user-centered app on Figma to meet target user needs
- Presented complex open source data into an easy-to-understand format using interactive data visualization
- Designed multiple mix-method research projects to support the research operation and establish research strategies

Citizens Financial Group - Lead User Experience Research Intern

June 2022 - August 2022

- Led research to identify pain points and preferences to inform design decisions resulting in improved employee retention
- Conducted end-to-end user research activities to inform and guide the product development process
- Synthesized qualitative and quantitative data to identify core themes and implications for improving the user experience
- Developed primary user personas and journey maps to effectively communicate user needs and behaviors to stakeholders
- Oversaw the pivot of the project and solely streamlined 3 weeks of research into 1 week
- Worked cross-functionally with design and product teams to integrate research insights into the design and development process

Binghamton University - Applied Researcher Assistant

August 2019 - May 2022

- Researched the impact of a low-sugar diet on the survivability of male *Drosophila* flies across various genetic lines
- Utilized statistical analysis using R-Studio to produce data visualizations, effectively communicating findings
- Analyzed relevant literature to help shape the study design and interpret the data
- Designed and implemented a cognitive neuroscience experiment investigating the relationship between empathy and deception

Carpe Boba - Founder | Product R&D | UX/UI (Customizable DIY Boba Boxes)

June 2020 - August 2021

- Designed and executed marketing and research strategies to enhance business operations and profitability
- Increased brand awareness and website traffic through various social media strategies, resulting in a 383% increase in traffic
- Cultivated partnerships with 6 different SUNY and CUNY organizations as well as SASE Northeast Regional Conference to support business goals
- Conducted UXR and product research for B2C
- Fostered relationships with a variety of vendors to streamline procurement and maintain high-quality products and services

Education

BS, Integrative Neuroscience - Binghamton University

May, 2022

Minor: Chemistry

Dean's List: 2021 | 2022

Certificate: Interaction Design, University of California San Diego

Certificates:

- Google UX Design
- CITI Program Human Subject Research & CITI Program Research Study Design