

Feng Chen

UX Researcher, PhD Candidate

New York, the United States

Phone: +1 917 912 7543/ Email: maplechan1121@gmail.com / [LinkedIn Profile](#)

PORTFOLIO

SUMMARY

- More than 10 years of mixed-methods research experience in leading social science institutes and user-centered industrial practice;
- As a UX researcher at **Google** and **Capital One**, provide research-based, data driven, and actionable insights to inform business strategies, product development, and feature design;
- Conducted user-centered research in both **start-up** and **corporate** environments to inform product development, feature design, and business strategies for 4 years;
- Deep knowledge of both **qualitative** and **quantitative** methodologies, including surveys, interviews, contextual inquiries, usability testing, focus groups, field studies, diary studies, competitive analysis, correlation, regression, statistical modeling using Stata;
- Rich experience in independently plan, develop, and execute research projects at all stages from discovery to validation to generate impactful insights and demonstrated great success in achieving organizational buy-ins;
- Collaborated with cross-functional product managers, engineers, designers and other stakeholders to achieve a wide variety of goals within the timeline and budgets;
- Specialize in **human factors**, **online communities**, and **design research** as a sociology PhD candidate;
- Demonstrated great **communication** and **storytelling** skills as a veteran journalist and senior news producer who used to work for multiple world-renowned news corporations including *The Christian Science Monitor* (U.S.), ITN (UK), and FRANCE 24 (France) for six years.

RESEARCH SKILLS AND LANGUAGES

User experience research: interviews, surveys, focus groups, diary studies, usability testing, literature review, competitive analysis, contextual inquiries, field studies, and experiment

Qualitative research methods: user interviews, field studies, usability testing, contextual inquiries, participant observation, digital ethnography, policy analysis, and content analysis

Quantitative methods: surveys, questionnaires, descriptive and inferential statistics, regression, correlation, and data analysis

Other Languages: Mandarin Chinese, Cantonese

EDUCATION

Ph.D. in Sociology (expected)	The New School for Social Research	New York, New York	2022
Dissertation: <i>Performing Race and Remaking Identity on Instagram and Facebook: Chinese Visual Artists in New York</i> GPA: 3.76			
M.A. in Sociology	The New School for Social Research	New York, New York	2016
B.A. in Business Management	Jilin University	Jilin, China	2007

WORK EXPERIENCES

UX Researcher **02/2022-current**
Google, contract, remote

- Partner closely with research leads, design leads, product management leads, and engineering leads to prioritize research questions
- Preparing user research activities (working with the recruiters to schedule study sessions, set up the usability lab, etc.).

- Planning, observing and moderating concept testing, usability study sessions and interviews.
- Taking notes during user study sessions, analyzing qualitative data.
- Interviewing primary user groups and developing personas and user journeys
- Creating reports (including creating graphs, slide decks, etc.).
- Communicating findings from the study to the product team and stakeholders.
- Advocate for research findings to diverse audiences through written reports and oral presentations.

UX Researcher

11/2021-02/2022

Capital One, contract, remote

- Crafted research plans based on stakeholders roadmaps, prioritized research projects to meet stakeholders' urgent needs, designed conversation guides, conducted end-user interviews, synthesized research findings, and translated them into actionable and impactful insights and recommendations for stakeholders;
- Conducted empathy interviews, surveys, usability testing, competitive analysis, and other methods to help stakeholders with their decision making;
- Collaborated with other researchers and vendors to execute research plans;
- Partnered with design, technology, product, and business teams to create intuitive and engaging customer experiences across multiple projects simultaneously, start to finish.

Freelance UX Researcher and Insight Strategist

01/2018 – 11/2021

[Artitude.io](https://www.artitude.io) and OlalaSticker, New York, New York

- Used both qualitative and quantitative research methods such as surveys, user interviews, usability testing, A/B testing, concept testing, and data analysis to identify new product opportunities and market trends for multiple start-up clients;
- Conducted both foundational and evaluative research to better understand users' needs, behaviors, attitudes, and motivations to inform website design and product development;
- Delivered evidence-based insights to inform customer relation management and marketing/advertisement strategies;
- Collaborated with stakeholders such as designers, engineers, and product managers to launch an experiment by running a store on Etsy for usability testing and concept testing to inform website design for customized sticker making business.

Research Fellow

08/2016 – current

The New School, New York, New York

- Led and conducted a two-year research project to study visual communication on social media by looking at how visual artists perform their cultural membership and racial identity on Instagram and Facebook;
- Pitched research proposals and won more than 15,000USD research grants in world-renowned research institutes, including Zolberg Institute on Migration and Mobility and India China Institute;
- Collaborated with India China Institute on the international project of post-industrial cities in the United States, India, and China from 2017 to 2019; Collected data on site to better understand people's needs for space and collaborated with graphic designers for mapping mixed use neighborhoods in Brooklyn;
- Liaised and built partnership with Center for Public Research as a premier think tank in Delhi, India and conducted field studies, in-depth interviews, and contextual inquiries in India to study migration decision making among Indian students who had studied abroad.

Teaching Fellow and Media Specialist

08/2016- 12/2021

New York, New York

- Taught 4 university-level courses including “Media and Mass Communication”, “Cross-Cultural Studies”, and “Introduction to Sociology” in multiple schools as an adjunct professor, including Fashion Institute of Technology (State University of New York), Brooklyn College (City University of New York), and College of Staten Island (City University of New York);

- Supervised and guided up to 40 undergraduate design projects per year; Encouraged students to combine social research and creative practices in communication design, product design, and visual design at Parsons School of Design from 2019 onward;
- Help students better understand human factors in the course “Social Psychology” and develop research using surveys, experiments, focus groups, and data analysis at New York University in the 2016-2017 academic year.

Senior News Producer, Journalist, and Researcher

06/2008 -07/2014

Beijing, China

- Served as a researcher and news producer for multiple world-renowned media organizations including *The Christian Science Monitor* (the U.S.), ITN (UK), and France 24 (France);
- Provided qualitative and quantitative research for news production in politics, economy, technology, and culture for audience across the world, including data collection, data analysis, interviews, and policy analysis;
- Pitched stories and delivered insights into Asia affairs for global audience based on my data-driven research.