

Chloe J. Chen

[My website](#) [LinkedIn](#)

I'm a fourth-year Ph.D. student adept in both quantitative and qualitative research. Skilled in user interactions and statistical tools, I'm actively seeking a UX Research internship to further apply my expertise and craft products that truly resonate with users.

Education

Purdue University , West Lafayette, IN, USA Ph.D. in Hospitality and Tourism Management (Experience Design concentration) M.S. in Graphic Computer Technology (UX Design concentration)	GPA: 3.96 / 4.00	Present
Purdue University , West Lafayette, IN, USA M.S. in Hospitality and Tourism Management Minor in Psychological Sciences	GPA: 4.00 / 4.00	2020
Sichuan University , Chengdu, China Bachelor of Science in Tourism Management	GPA: 3.71 / 4.00	2018
Global Study Experiences:		
Columbia University , New York City, USA	GPA: 3.92 / 4.00	Spring 2017
Hong Kong Polytechnic University , Hong Kong	GPA: 4.00 / 4.30	Summer 2016
UC Berkeley , Berkeley, CA	3-week workshop	Winter 2015

Experience

UX Research Intern @ Fresh Direct, New York	Summer 2023
<ul style="list-style-type: none">Assisted user studies, blending qualitative and quantitative methods for deep customer insights.Supported diverse tests (usability, interviews, surveys, A/B) for design validation.Analyzed competition for Fresh Direct's digital products, spotting innovation chances.Transformed user insights into inventive solutions, driving ongoing product enhancement.Collaborated on wireframes and prototypes to validate design and interactions.Published findings via Confluence, an internal repository for accessible insights within the company.	
Research Assistant @ Purdue University, West Lafayette	2020 – Present
<ul style="list-style-type: none">Led studies, blending qualitative and quantitative methods.Conducted thorough literature searches to pinpoint research gaps using academic databases.Devised diverse research methodologies including surveys, experiments, and case studies.Processed and refined raw data using tools like Excel, SPSS, and R.Extracted valuable insights from qualitative and quantitative data for informed decision-making.Produced impactful visual aids like graphs and charts to communicate research findings effectively.	
Instructor of Record & Teaching Assistant @ Purdue University, West Lafayette	2020 – Present
<ul style="list-style-type: none">Designed and delivered engaging lectures and course materials.Mentored and supported students in their individual research and projects.Led discussions, fostering a collaborative environment.Engaged diverse students with effective communication skills.Developed and graded assessments, exams, and projects to gauge student understanding.	

Publications

Chen, J., Lehto, X., Lehto, M., & Day, J. (2023). Can colored sidewalk nudge city tourists to walk? An experimental study of the effect of nudges. *Tourism Management*, 95, 104683.

Chen, J. & Lehto, X. (2023). Content Design of Audio Tour Guides for Self-drive Travelers. *28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Pomona, USA.*

Chen, J. & Lehto, X. (2022). The impacts of sound design on listening experience of a road-trip audio guide. *The 9th Biennial International Tourism Studies Association (ITSA) Conference, Grad Canaria, Spain. Hybrid*

Lehto, X. Y., **Chen, J.,** & Le, U. (2020). Family tourism: Past, present and opportunities. *Routledge Handbook of tourism Cities (pp. 207-227). Routledge.*

Chen, J. & Day, J. (2019). Descriptive Norms in Influencing Pro-environmental Behaviors. *25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.*

Davari, D., **Chen, J. & Lehto, X.** (2019). Cleisure: Contribution of Leisure Programming to Conference Enjoyment. *25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.*

Awards

- Best Paper Award** - *Can colored sidewalks nudge people to walk?* 8th ITSA Biennial Conference
- Ross Fellowship**, a 4-year fellowship designed for the recruitment of outstanding PhD-track students
- Outstanding Master Student Award**, Purdue University
- Outstanding Undergraduate Award**, Sichuan University
- Starwood Outstanding Care Award**, St. Regis Chengdu

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Research Methods

- User Interviews
- Surveys
- Questionnaires
- Usability Testing
- Contextual Inquiry
- Card Sorting
- Competitive Analysis
- A/B Testing
- Case studies
- Experimental designs
- Prototyping
- Storyboarding

Data Analysis

- Qualitative Analysis
- Quantitative Analysis
- ANOVA/ANCOVA/ MANOVA
- t-test
- Factor Analysis
- Regression Modeling
- Data Synthesis
- Thematic Analysis
- Content Analysis
- Affinity Diagram
- User Journey Mapping

Tools

- Airtable
- Audacity
- Confluence
- Contentsquare
- Figma
- HTML/CSS
- Microsoft Office
- Miro
- MTurk/Prolific.co
- Otter.ai
- Stata/SPSS/SAS/R
- Usertesting.com
- Qualtrics
- Unity

Personal Qualities

- Adaptable
- Collaborative
- Creative
- Curious
- Empathetic
- Multidisciplinary
- Problem Solver
- Self-motived
- Reliable