

Chloe J. Chen

<https://chloejunchen.github.io/Portfolio/>

A motivated Ph.D. student with extensive hands-on research in both quantitative and qualitative methods. Proficient in various statistical software and strong communication skills. Seeking a **UX Research internship** to assist organizations in understanding user needs and developing user-centered products.

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Education

Purdue University, West Lafayette, IN, USA	GPA: 3.96 / 4.00	Present
Ph.D. in Hospitality and Tourism Management (Experience Design Concentration)		
M.S. in Graphic Computer Technology (UX Design Concentration)		
Purdue University, West Lafayette, IN, USA	GPA: 4.00 / 4.00	2020
M.S. in Hospitality and Tourism Management		
Minor in Psychological Sciences		
Sichuan University, Chengdu, China	GPA: 3.71 / 4.00	2018
Bachelor of Science in Tourism Management		
Visiting Experiences: Columbia University (Spring 2017), Hong Kong Polytechnic University (Summer 2016), UC Berkeley (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, or 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 assess student progress and comprehension	

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. <i>Tourism Management</i> , 95, 104683.
Chen, J. & Lehto, X. (2023). Content Design of Audio Tour Guides for Self-drive Travelers. <i>28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Pomona, USA.</i>
Chen, J. & Lehto, X. (2022). The impacts of sound design on listening experience of a road-trip audio guide. <i>The 9th Biennial International Tourism Studies Association (ITSA) Conference, Grad Canaria, Spain. Hybrid</i>
Lehto, X. Y., Chen, J., & Le, U. (2020). Family tourism: Past, present and opportunities. <i>Routledge Handbook of tourism Cities (pp. 207-227). Routledge.</i>
Chen, J. & Day, J. (2019). Descriptive Norms in Influencing Pro-environmental Behaviors. <i>25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.</i>
Davari, D., Chen, J. & Lehto, X. (2019). Cleisure: Contribution of Leisure Programming to Conference Enjoyment. <i>25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.</i>

Awards

Best Paper Award - <i>Can colored sidewalks nudge people to walk?</i> 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

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
User-Centered