Chloe J. Chen

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

Hi! I'm a fourth-year Ph.D. student skilled in both quantitative and qualitative research. I'm actively seeking a UX Research role to apply my expertise to conduct user studies and enhance user experience.

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Education

Purdue University, West Lafayette, IN, USA	**GPA: 3.96 / 4.00**	**Spring 2025**

Ph.D. in Hospitality and Tourism Management (**Experience Design** concentration)
M.S. in Computer Graphic 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

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**
- Improved user experience by executing user studies, including interviews, surveys, A/B tests, and experiments to understand users' needs and pain points.
- Proposed actionable design concepts by synthesizing findings from user studies, extensive literature reviews, and competitive analysis. My recommendations were pivotal in developing user-centric features that received positive feedback from senior management.
- Collaborated closely with UX Designers to translate research findings into tangible design elements, including co-creating prototypes in Figma and accelerating the design iteration process.
- Developed and maintained a user research repository within Confluence, significantly enhancing knowledge sharing cross the company.
- Received high recognition for presenting my research findings to the entire company at the conclusion of my internship, showcasing my communication skills and substantial contributions to enhancing the company's user experience.

Research Assistant @ Purdue University, West Lafayette   **2020 – Present**
- Conducted thorough literature searches to creatively pinpoint research ideas.
- Collected data through surveys, experiments, interviews, observations, and focus groups, etc.
- Refined raw data using tools such as Excel, SPSS, R, Nvivo, Otter.ai, etc.
- Programmed in R to conduct regression, correlation analysis, analysis of variance, factor analysis, etc., and synthesized the data results.
- Programmed in Python to conduct LDA topic modeling, identifying keywords and topics from a dataset with 6,000+ observations.
- Visualized the relationships among variables and topics to effectively communicate the research results.

Instructor of Record & Teaching Assistant @ Purdue University, West Lafayette   **2020 – Present**
- Delivered interactive course material to engage classes with more than 40 students.
- Guided lively discussions in large groups, cultivating a collaborative and inclusive atmosphere.
- Mentored 120+ students, providing tailored guidance on each individual's research projects.
- Built connections with a diverse student population across cultural and academic backgrounds.
- Designed a range of assessments to track student learning outcomes effectively.

Publications

Chen, J. & Lehto, X (2024, manuscript accepted). How Curvature Shapes User Experience on Hotel Websites. 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida, USA.

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*

Chen, J., Lehto, X., Lehto, M., & Day, J. (2020, **Best Paper Award**) Can Colored Sidewalk Nudge People to Walk? *The 8th Biennial International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia. Hybrid.*

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
R/Python/Stata/SAS
Usertesting.com
Qualtrics
Unity

Personal Qualities
Adaptable
Collaborative
Creative
Curious
Empathetic
Multidisciplinary
Problem Solver
Self-motived
Conscientious
Goal-directed

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