

# Chloe J. Chen

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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 opportunity to further apply my expertise and craft products that truly resonate with users.

## Education

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

## Experience

<b>UX Research Intern @ Fresh Direct, New York</b> • 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.	<b>Summer 2023</b>
<b>Research Assistant @ Purdue University, West Lafayette</b> • 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.	<b>2020 – Present</b>
<b>Instructor of Record &amp; Teaching Assistant @ Purdue University, West Lafayette</b> • 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.	<b>2020 – Present</b>

## Publications

<b>Chen, J., Lehto, X., Lehto, M., &amp; Day, J. (2023).</b> Can colored sidewalk nudge city tourists to walk? An experimental study of the effect of nudges. <i>Tourism Management</i> , 95, 104683.
<b>Chen, J. &amp; Lehto, X. (2023).</b> 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>
<b>Chen, J. &amp; Lehto, X. (2022).</b> 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., <b>Chen, J., &amp; Le, U. (2020).</b> Family tourism: Past, present and opportunities. <i>Routledge Handbook of tourism Cities (pp. 207-227). Routledge.</i>
<b>Chen, J. &amp; Day, J. (2019).</b> Descriptive Norms in Influencing Pro-environmental Behaviors. <i>25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.</i>
Davari, D., <b>Chen, J. &amp; Lehto, X. (2019).</b> Cleisure: Contribution of Leisure Programming to Conference Enjoyment. <i>25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.</i>

## Awards

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