Chloe J. Chen

https://chloejunchen.github.io/Porfolio/

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.

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**

- Conducted user research studies using qualitative and quantitative methods to understand customer behavior, needs, and pain points.
- Assisted in planning and executing usability tests, interviews, surveys, A/B tests, and other experiments for validating design concepts and improving user experience.
- Conducted competitive analysis to identify opportunities for innovation and enhancement within Fresh Direct's digital products.
- Applied user insights creatively to ideate and propose innovative solutions, driving continuous product improvement.
- Collaborated on creating wireframes and prototypes to visualize design solutions and validate user interactions.
- Supported the development and maintenance of a user research repository in Confluence for easy access to relevant insights.

Instructor of Record & Teaching Assistant @ Purdue University	**2020 - Present**

- Designed and delivered engaging lectures and course materials.
- Mentored and supported students in their individual research and projects.
- Facilitated class discussions and encouraged student participation to promote a collaborative learning environment.
- Demonstrated effective communication and interpersonal skills to engage with students from diverse backgrounds.
- 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. *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
User-Centered