

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 opportunity 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 • 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.	Summer 2023
Research Assistant @ Purdue University, West Lafayette • 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.	2020 – Present
Instructor of Record & Teaching Assistant @ Purdue University, West Lafayette • 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.	2020 – Present

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

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

Personal Qualities

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