

Chloe J. Chen

Campbell, CA | +1 7657013363 | chloe0029@outlook.com

About me

A 5th-year PhD, passionate about uncovering customer needs, turning user insights into actionable strategies, and shaping behaviors for happier lives. I have strong analytical skills and experienced research background. All exciting opportunities are appreciated.

Education

Purdue University, West Lafayette, IN, USA

Ph.D. in Health and Human Sciences (GPA: 3.92/4.00)

Aug. 2020 – 2025-2026 (flexible)

M.S. in UX Design (GPA: 3.96/4.00)

Aug. 2022 – May 2024

M.S. in Hospitality and Tourism Management (GPA: 4.00/4.00)

Aug. 2018 – May 2020

Sichuan University, Chengdu, China

B.Sc. in Tourism Management GPA: 3.71/4.00)

Aug. 2014 – May 2018

Projects

Shaping Digital Luxury Perception: The Impact of Curvature in Website Design

- Design and test websites using Figma. Find key design element like sharp corner better conveys a sense of luxury than round corner. Recommend sharp-corner UI element for luxury brands.

Can Colored Sidewalk Nudge City Tourists to Walk? An Experimental Study of the Effect of Nudges

- Survey design elements in sidewalk and find designs elements to enhance walking experience.
- Example findings: Colored sidewalks motivate walking more than bare sidewalks. Recommend colored sidewalks in high-traffic areas.

Seniors, Technology, and Travel: A Systematic Review and Future Research Agenda

- Program a large language model agent, such as ChatGPT, to analyze over 4,500 literatures. Efficiently summarize popular trends of research in technology among senior people.

Cleisure: Contribution of Leisure Programming to Conference Enjoyment

- Survey and provide actional insights to event organizers, such as female attendees favor meditation and private time more than males. Recommend mediation sessions and flexible schedules to boost female attendee satisfaction.

Sound Design of an Audio Tour Guide

- Design and test text-to-speech audios and find critical design elements, such as female-gendered voices favored over male-gendered ones, and while users like background music and sound effects, they shouldn't be played together.

Content Design for Self-Drive Tourism Audio Guide Application: A Schema Approach

- Interview 27 participants and provide actional insights to destination marketers and travel app designers. Findings include that history and culinary are the two most popular topics travelers would like to hear about.

Skills

- **Quantitative data analysis:** Proficient in survey, scale reliability testing, mediation analysis, *t*-test, ANOVA, Chi-squared test, factor analysis, linear regression, experiment design, Latent Dirichlet Allocation (LDA) topic modeling
- **Qualitative data analysis:** Skilled in conducting one-on-one in-depth interviews, focus groups, journey mapping, storyboarding, case studies.
- **Tools:** R, SPSS, Python, Qualtrics, Figma, Audacity, MTurk, Prolific, Tableau, Usertesting, Confluence, Microsoft 365
- **Communication skills:** Public speaking, active listening, mentoring, and leadership. Fluent in English and Mandarin.

Experience

UX Research Intern | Fresh Direct, New York

Summer 2023

- Perform **usability testing** on a new site redesign by analyzing user sessions to identify key areas for improving user experience and guiding design decisions.
- Develop strategies to improve **customer tipping behavior**, including strengthening relationships between delivery drivers and the local community, and adding personalized features like a tip-by-cash option to the app interface.
- Enhance **user navigation experience** by correcting misaligned categories (e.g., tomatoes listed in both fruits and vegetables) and using contrast colors to guide user attention.
- Improve **buying experience**, such as add-to-cart and add-to-wishlist actions, by introducing more intuitive icons (e.g., hear icon for wishlist) in the UI design.
- Increase **customer time on page**, such as product detail pages (PDP) by grouping complementary products, revealing what's under packaging for fresh produce, and merging text descriptions with images.
- Improve **user experience** by reducing cognitive load, such as shortening notifications without losing essential information.
- Document findings on the company's intranet to ensure **knowledge sharing** across the organization.

Research Assistant | Purdue University, West Lafayette

2020 Fall – 2024 Spring

- Analyze data using statistical software to identify trends and insights in **consumer behavior**.
- **Administer surveys** to collect reliable data on consumer preferences and behaviors, ensuring high response rates.
- Synthesize research findings into clear, actionable reports and presentations for academic and **industry stakeholders**.
- Manage **multiple research projects simultaneously**, prioritizing tasks and meeting deadlines.
- Present research findings at conferences and seminars, demonstrating good **public speaking** and presentation skills.
- Collaborate with **interdisciplinary teams** to develop and test hypotheses, integrating social science, psychology, and health science for consumer strategies.

Course Instructor | Purdue University, West Lafayette

2023 Fall – 2024 Spring

- **Lecture** in Human Resources Management to 40 undergraduates per semester.
- **Fast learner**. Develop lectures, activities, assignments, and exams from scratch.
- Lead hands-on activities like debates, role-playing, and discussions to enhance experiential learning and **critical thinking**.
- Invite **industry guest speakers** to provide real-world insights beyond textbooks.
- Design and manage **consulting projects with industry partners**, guiding students through real-world challenges, client meetings, and presentations.
- Introduce **VR role-playing** for interview practice, coordinating with the university's VR lab and training students on using VR (Oculus Quest 2).
- Earn high **student evaluations** for clear communication, creating an inclusive learning environment, respecting diverse perspectives, effectively answering questions, genuinely caring about their learning, and providing timely feedback.
- Receive **positive feedback** from students, who described me as "intelligent, thoughtful, efficient, nice, determined, sweet, smart, kind, patient, and organized."

Teaching Assistant | Purdue University, West Lafayette

2020 Fall – 2023 Spring

- **Instructor of Record** for internship courses with 20-100 students per course, responsible for organizing course materials, managing grades, and promptly replying to student inquiries, focusing on course management.
- Sole teaching assistant for **Accounting, Marketing, and Human Resource Management courses**, supporting 30-40 students per course including grading with feedback, managing communications, assisting with classroom media, and ensuring students understood course requirements, focusing on student support.

Conference Presentations

- **Chen, J. & Lehto, X. (2024)**. How Curvature Shapes User Experience on Hotel Websites. Presented at *the 29th Graduate Education & Research Conference in Hospitality and Tourism, Miami, CA, USA*.
- **Chen, J. & Lehto, X. (2023)**. Content Design of Audio Tour Guides for Self-drive Travellers. Presented at *the 28th Graduate Education & Research Conference in Hospitality and Tourism, Pomona, CA, USA*.
- **Chen, J. & Lehto, X. (2022)**. The impacts of sound design on listening experience of a road-trip audio guide. Presented at *the 9th Biennial International Tourism Studies Association (ITSA) Conference, Grad Canaria, Spain*.
- **Chen, J., Lehto, X., Lehto, M., & Day, J. (2020)**. Can Colored Sidewalks Nudge People to Walk? Presented at *the 8th International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia*. (**Best Paper Award**)
- **Chen, J. & Day, J. (2019)**. Descriptive Norms in Influencing Pro-environmental Behaviors. Presented at *the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA*.
- Davari, D., **Chen, J. & Lehto, X. (2019)**. Cleisure: Contribution of Leisure Programing to Conference Enjoyment. Presented at *the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA*.

Journal and Book Publications

- **Chen, J. & Lehto, X. (2024)**. Content Design for Self-Drive Tourism Audio Guide Application: A Schema Approach. *Journal of Destination Marketing & Management (Under review)*.
- **Chen, J. & Lehto, X. (2024)**. Sound Design of an Audio Tour Guide. *Annals of Tourism Research (Under review)*.
- Lehto, X., Mohamed, M., **Chen, J.**, & Lehto, M. (2024). Seniors, Technology, and Travel: A Systematic Review and Future Research Agenda. *Journal of Travel Research (Under review)*.
- **Chen, J. & Lehto, X. (2024)**. Shaping Digital Luxury Perception: The Impact of Curvature in Website Design. *Tourism Management (In press)*.
- **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.
- Lehto, X. Y., **Chen, J.**, & Le, U. (2020). Family tourism: Past, present and opportunities. In *Routledge Handbook of Tourism Cities (pp. 207-227)*. Routledge.

Current Projects

- Independent **PhD Dissertation**: Exploring the use of Large Language Models (LLM) in tailored communication.
- Ongoing Collaborative Research: Investigating the role of dance in daily leisure activities to promote well-being.