

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 Computer Graphic Technology (UX Design concentration)	GPA: 3.96 / 4.00	Spring 2025
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. *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
- R/Python/Stata/SAS
- Usertesting.com
- Qualtrics
- Unity

Personal Qualities

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