Chloe J. Chen

As a highly motivated third-year Ph.D. student with extensive hands-on experience in both quantitative and qualitative research, excellent communication skills, and proficiency in various statistical software, I am actively seeking an internship position in **UX Research**. My ultimate aim is to assist organizations in gaining a better understanding of user needs and preferences and develop innovative, user-centered products that enhance the overall user experience.

https://chloejunche n.github.io/Porfolio/
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Education

- Purdue University, West Lafayette, IN, USA   GPA: 3.98 / 4.0   **Present**
  Ph.D. in Hospitality and Tourism Management
     Concentrated on Experience Design
  M.S. in Graphic Computer Technology (HCI),
     Concentrated on UX Design
- 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
  Exchange experience: Columbia University (Spring 2017), Hong Kong Polytechnic University (Summer 2016), UC Berkeley (Winter 2015)

Professional Experience

- Teaching Assistant **@ Purdue University**   **2020 - present**
  Contributed to the development of course content design
  Demonstrated excellent communication skills with students and professors
  Resolved student complaints and addressed their needs effectively
  Gathered and analyzed student feedback on teaching methods
  Conducted data analysis to identify areas of improvement for the students' learning experience
  Room Attendant **@ Yellowstone National Park**   **Summer 2019**
  Enhanced customer experience through exceptional service and care
- Butler Assistant **@ St. Regis Hotels & Resorts**   **Fall 2016**
  Extensive knowledge on customer services
  High attention to details and customer needs

Selected Studies

- **Quantitative**
  o *Can Colored Sidewalk Nudge City Tourists to Walk? An Experimental Study of the Effect of Nudges* **(Best Paper Award)**
  Reviewed literature; Proposed **hypotheses**; Designed an **online experiment**; Developed **questionnaires** to measure key dependent variables; Implemented quality control for data collection; Recruited **2,160 online participants**; Conducted **statistics** (e.g., used t-test, ANOVA) to compare different design factors; Performed data visualization (e.g., flowcharts); **Improved pedestrian experience by 5%;** Recommended practices to built-environment designers
- **Qualitative**
  o *Content Design of Audio Guides: an Interview of Roadtrippers' Schema*
  Conducted **comparative analysis**; Discussed with subject matter experts; Developed persona hypotheses; Created **screening questions** to select appropriate and diverse participants; Created **open-ended** and **close-ended** questions for interviews; **Interviewed 27 participants**, in person, by telephone, and online; Transcribed audios verbatim; Conducted **thematic analysis** to identify user **behavioral patterns and goals**; Constructed **personas**; Recommended practices to tour-audio-guide designers

Publications

- **Conferences**
  Content Design of Audio Guides: Interviews of Roadtrippers' Schema
     Chen, J. & Lehto, X.   *2022 Central CHRIE, USA.*
  The Impacts of Sound Design on Listening Experience of a Road-trip Audio Guide
     Chen, J. & Lehto, X.   *2022 International Tourism Studies Association (ITSA), Spain.*
  Can Colored Sidewalk Nudge People to Walk?
     Chen, J. et al.   2020 *International Tourism Studies Association (ITSA), Indonesia.*
  Descriptive Norms in Influencing Pro-environmental Behaviors.
     Chen, J. & Day, J.   *2019 Graduate Conference in Hospitality and Tourism, USA.*
  Cleisure: Contribution of Leisure Programming to Conference Enjoyment.
     Davari, D., **Chen, J.** et al.   2019 *Graduate Conference in Hospitality and Tourism, USA.*
- **Journal & Book Chapter**
  Can Colored Sidewalk Nudge City Tourists to Walk? An Experimental Study of the Effect of Nudges.
     Chen, J. et al.   *Tourism Management. (Under review)*
  Family Tourism: Past, Present and Opportunities
     Lehto, X. & **Chen, J.** et al.   *Routledge Handbook of tourism Cities (pp. 207-227), 2020.*

SKILLS

Research Design
Survey
Interviews
User Testing
Statistics
Experiments
Data Synthesis
Affinity Diagram
Storyboarding
Wireframing
Prototyping
Contextual Inquiry

TOOLS

Qualtrics
Mechanical Turk
Prolific.co
Adobe Illustrator
Figma
Miro
Otter.ai
Unity
Photoshop
HTML/CSS
Python
SAS
SPSS
Stata

I AM

Self-motived
Attention to detail
Collaborative
Creative
Goal-oriented
Optimistic
Passionate