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Chloe J. Chen

Hi! I am a self-motivated Ph.D. student with hands-on experience in both quantitative and qualitative research methods. With a passion for understanding user needs and behaviors, I seek to leverage my analytical skills and research mindset in a UX Research position.

Education

Purdue University, West Lafayette, IN, USA
- **Ph.D. in Health and Human Sciences** (GPA: 3.96/4.00, 2020 – Present)
- **M.S. in UX Design** (GPA: 3.96/4.00, Expected Spring 2024)
- **M.S. in Hospitality and Tourism Management** (GPA: 4.00/4.00, 2020), Minor in Psychological Sciences

Sichuan University, Chengdu, China
- **B.Sc. in Tourism Management** (GPA: 3.71/4.00, 2018)

Experience

UX Research Intern | Fresh Direct, New York | Summer 2023
- Designed survey of user studies on Qualtrics, gathering critical data to inform UX decisions.
- Executed detailed one-on-one interviews, synthesizing findings to present actionable solutions to supervisors and UX designers.
- Analyzed user behavior through video recordings, identifying user pain points and proposing innovative solutions, often employing Figma for clear visualization of complex ideas. My contributions were highly commended by my mentor and my manager.
- Documented each project's user research findings on the company's intranet database to enhance organizational knowledge sharing.
- Contributed to four major projects, collaborating closely with the Marketing and Sustainable Development teams.

Course Instructor | Purdue University, West Lafayette | 2023 – Present
- Delivered the Human Resource Management course using various teaching methods to engage a class of 40 students for two consecutive semesters.
- Quickly self-learned human resources, internalized the content, and designed engaging ways to impart knowledge to students.
- Orchestrated lectures and in-class activities, facilitating students' understanding of complex concepts through experiential learning.
- Forged connections with industry professionals to enrich the curriculum with guest speaker sessions, bridging theory with practical insights.

Research Assistant | Purdue University, West Lafayette | 2020 – Present
- Directed four independent projects and provided support for an additional two.
- Contributed ideas recognized as innovative, with their effectiveness later validated by follow-up studies.
- Managed team dynamics and schedules, ensuring effective communication and progress through weekly meetings and reports.
- Employed various research methodologies, including both quantitative and qualitative approaches, and utilized R for common statistical analysis and Python for topic modeling.
- Translated complex concepts into accessible language to communicate research findings to the public.

Teaching Assistant | Purdue University, West Lafayette | 2020 – 2023
- Assisted in the courses of Accounting, Marketing, and Introduction to HTM.
- Supported diverse student groups ranging in size from 30 to 120.
- Offered clear and constructive feedback on student assignments, contributing to a positive learning environment.
- Earned recognition from students, as evidenced by consistently positive course evaluation feedback.
- Supported faculty with the adoption of innovative digital tools, notably Virtual Reality (VR).

Research Methods

- **Quantitative Analysis:** Skilled in *t*-tests, ANOVA, Chi-squared tests, Factor Analysis, Linear Regression Analysis, experimental design, and survey implementation.
- **Qualitative Analysis**: Skilled in conducting interviews, focus groups, journey mapping, storyboarding, and case studies.
- **Tools:** Skilled in both R and SPSS for advanced statistical analysis, Qualtrics for survey research, Figma for graphic visualization, Usertesting.com for user experience insights, and the Microsoft Office Suite for data presentation and documentation

Selected 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. (**Best Paper Award**)
- **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*
- **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.*