

# Chloe J. Chen

<https://chloejunchen.github.io/Portfolio/>

A motivated Ph.D. student with extensive hands-on research in both quantitative and qualitative methods. Proficient in various statistical software and strong communication skills. Seeking a **UX Research internship** to assist organizations in understanding user needs and developing user-centered products.

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## Education

Purdue University, West Lafayette, IN, USA	<b>GPA: 3.96 / 4.00</b>	<b>Present</b>
<b>Ph.D.</b> in Hospitality and Tourism Management (Experience Design Concentration)		
<b>M.S.</b> in Graphic Computer Technology (UX Design Concentration)		
Purdue University, West Lafayette, IN, USA	<b>GPA: 4.00 / 4.00</b>	<b>2020</b>
<b>M.S.</b> in Hospitality and Tourism Management		
<b>Minor</b> in Psychological Sciences		
Sichuan University, Chengdu, China	<b>GPA: 3.71 / 4.00</b>	<b>2018</b>
<b>Bachelor of Science</b> in Tourism Management		
Visiting Experiences: Columbia University (Spring 2017), Hong Kong Polytechnic University (Summer 2016), UC Berkeley (Winter 2015)		

## Experience

<b>UX Research Intern</b> @ Fresh Direct, New York	<b>Summer 2023</b>
<ul style="list-style-type: none"><li>Assisted user studies, blending qualitative and quantitative methods for deep customer insights.</li><li>Supported diverse tests (usability, interviews, surveys, A/B) for design validation.</li><li>Analyzed competition for Fresh Direct's digital products, spotting innovation chances.</li><li>Transformed user insights into inventive solutions, driving ongoing product enhancement.</li><li>Collaborated on wireframes and prototypes to validate design and interactions.</li><li>Published findings via Confluence, an internal repository for accessible insights within the company.</li></ul>	
<b>Research Assistant</b> @ Purdue University, West Lafayette	<b>2020 – Present</b>
<ul style="list-style-type: none"><li>Led studies, blending qualitative and quantitative methods.</li><li>Conducted thorough literature searches to pinpoint research gaps using academic databases.</li><li>Devised diverse research methodologies including surveys, experiments, and case studies.</li><li>Processed and refined raw data using tools like Excel, SPSS, or R.</li><li>Extracted valuable insights from qualitative and quantitative data for informed decision-making.</li><li>Produced impactful visual aids like graphs and charts to communicate research findings effectively.</li></ul>	
<b>Instructor of Record &amp; Teaching Assistant</b> @ Purdue University, West Lafayette	<b>2020 - Present</b>
<ul style="list-style-type: none"><li>Designed and delivered engaging lectures and course materials.</li><li>Mentored and supported students in their individual research and projects.</li><li>Led discussions, fostering a collaborative environment.</li><li>Engaged diverse students with effective communication skills.</li><li>Developed and graded assessments, exams, and projects to assess student progress and comprehension</li></ul>	

## Publications

<b>Chen, J.,</b> 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.
<b>Chen, J.</b> & 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>
<b>Chen, J.</b> & 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., <b>Chen, J.,</b> & Le, U. (2020). Family tourism: Past, present and opportunities. <i>Routledge Handbook of tourism Cities (pp. 207-227). Routledge.</i>
<b>Chen, J.</b> & 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., <b>Chen, J.</b> & 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

<b>Best Paper Award</b> - <i>Can colored sidewalks nudge people to walk?</i> 8th ITSA Biennial Conference
<b>Ross Fellowship</b> , a 4-year fellowship designed for the recruitment of outstanding PhD-track students
<b>Outstanding Master Student Award</b> , Purdue University
<b>Outstanding Undergraduate Award</b> , Sichuan University
<b>Starwood Outstanding Care Award</b> , St. Regis Chengdu

## 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  
Stata/SPSS/SAS/R  
Usertesting.com  
Qualtrics  
Unity

## Personal Qualities

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