

Chloe J. Chen

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

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	GPA: 3.98 / 4.0	Present
Ph.D. in Hospitality and Tourism Management (Experience Design Concentration)		
M.S. in Graphic Computer Technology (UX Design Concentration)		
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		
Visiting Experiences: Columbia University (Spring 2017), Hong Kong Polytechnic University (Summer 2016), UC Berkeley (Winter 2015)		

Research Methods

User Interviews
Surveys
Questionnaires
Usability Testing
Contextual Inquiry
Card Sorting
Competitive Analysis
A/B Testing
Case studies
Experimental designs
Prototyping
Storyboarding

Experience

UX Research Intern @ Fresh Direct, New York	Summer 2023
<ul style="list-style-type: none">Conducted user research studies using qualitative and quantitative methods to understand customer behavior, needs, and pain points.Assisted in planning and executing usability tests, interviews, surveys, A/B tests, and other experiments for validating design concepts and improving user experience.Conducted competitive analysis to identify opportunities for innovation and enhancement within Fresh Direct's digital products.Applied user insights creatively to ideate and propose innovative solutions, driving continuous product improvement.Collaborated on creating wireframes and prototypes to visualize design solutions and validate user interactions.Supported the development and maintenance of a user research repository in Confluence for easy access to relevant insights.	
Instructor of Record & Teaching Assistant @ Purdue University	2020 - Present
<ul style="list-style-type: none">Designed and delivered engaging lectures and course materials.Mentored and supported students in their individual research and projects.Facilitated class discussions and encouraged student participation to promote a collaborative learning environment.Demonstrated effective communication and interpersonal skills to engage with students from diverse backgrounds.Developed and graded assessments, exams, and projects to assess student progress and comprehension	

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

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. <i>Tourism Management</i> , 95, 104683.
Lehto, X. Y., Chen, J., & Le, U. (2020). Family tourism: Past, present and opportunities. <i>Routledge Handbook of tourism Cities</i> (pp. 207-227). Routledge.
Chen, J. & 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>
Chen, J. & 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>
Chen, J. & 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., Chen, J. & 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>

Tools
Airtable
Audacity
Confluence
Contentsquare
Figma
HTML/CSS
Microsoft Office
Miro
MTurk/Prolific.co
Otter.ai
Stata/SPSS/SAS/R
Useresting.com
Qualtrics
Unity

Awards

Best Paper - <i>Can colored sidewalks nudge people to walk?</i> 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

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