

Chloe J. Chen

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About me

A 5th-year Ph.D. Specializing in UX research, HCI, and behavioral experience design, with a background in psychology, quantitative & qualitative methods, and actionable UX solutions. Open to all exciting opportunities!

Education

Purdue University, West Lafayette, IN, USA

- **Ph.D.** in Health and Human Sciences (GPA: 3.92/4.00) Aug. 2020–Dec. 2025

Research Focus: HCI, Behavioral Economics, Experience Design, Human-AI Interaction

PhD Dissertation: The Use of Generative AI in Tailored Communication

- **M.S. in Human-Computer Interaction (HCI)** – UX Design & UX Research (GPA: 3.96/4.00) Aug. 2022–May 2024

- **M.S. in Hospitality and Tourism Management, Minor in Psychology** (GPA: 4.00/4.00) Aug. 2018–May 2020

Sichuan University, Chengdu, China (Top-tier university, part of China's 985 and 211 project)

- **B.Sc. in Tourism Management** (GPA: 3.71/4.00) Aug. 2014–May 2018

Skills

- **Research competencies:** Data collection, cleaning, analysis, and synthesis; findings documenting and sharing.
- **Quantitative research:** User surveys, experiment design, applied statistics (e.g., ANOVA, factor analysis), topic modeling.
- **Qualitative research:** User interviews, focus groups, contextual inquiry, journey mapping, storyboarding, case studies.
- **Tools:** R, SPSS, Python, Qualtrics, Figma, MTurk, Prolific, Usertesting, Airtable, Confluence, Audacity, Tableau.
- **Other skills:** familiar with Unix/Linux, moderated/unmoderated **usability studies**, fluent in English and Mandarin.

Relevant Projects

Shaping Digital Luxury Perception: The Impact of Curvature in Website Design

- Surveyed over 150 participants. Designed experiments and tested websites using Figma. Found key design element like sharp corner better conveys a sense of luxury than round corner. Recommend sharp-corner UI element for luxury brands.

Can Colored Sidewalk Nudge City Tourists to Walk? An Experimental Study of the Effect of Nudges

- Surveyed about 2,000 participants. Designed experiments and tested elements in sidewalk. Improved walking intention by 30%. Recommend colored sidewalks in high-traffic areas. **(Best Paper Award)**

Cleisure: Contribution of Leisure Programming to Conference Enjoyment

- Surveyed 73 participants. Designed and tested leisure activities for conferences. Found female attendees favor meditation and private time more than males. Recommend meditation sessions and flexible schedules for female attendees.

Sound Design of an Audio Tour Guide

- Surveyed over 300 participants. Designed experiments and tested text-to-speech audios. Found while users enjoy background music and sound effects, it's better not to play them together to avoid cognitive overload.

Content Design for Self-Drive Tourism Audio Guide Application: A Schema Approach

- Interviewed 27 participants. Inquired about their needs and interests in road trip audio apps. Example findings include history and culinary are the two most popular topics that should be featured in audio apps.

Seniors, Technology, and Travel: A Systematic Review and Future Research Agenda

- Textually analyzed over 4,500 pieces of literature. Identified 12 key themes and summarized them to highlight research trends in technology among senior populations, contributing to critical academic understanding.

Experience

Ph.D. Researcher | Purdue University, West Lafayette

2020 Fall – present

- **Moderated** VR usability testing for educational purposes using Oculus Quest in Purdue's VR lab, including setting up test stations, troubleshooting hardware and software issues, and collecting user feedback.
- Compiled **usability test findings** into reports with actionable insights to improve user interfaces and experience.
- Developed **test scenarios** and **protocols** tailored to research objectives and ensured meaningful results.
- Designed **surveys** using **Qualtrics** and recruited participants on **Prolific** and **Amazon Turk**.
- Analyzed **quantitative** and qualitative data using **t-test**, **ANOVA**, **regression analysis**, **factor analysis**, and **topic modeling** in **R** and **Python** to identify insights and trends.
- Managed **multiple research projects** simultaneously, prioritizing tasks and meeting deadlines.
- Presented research findings at conferences and seminars, demonstrating good **public speaking** and presentation skills.
- Collaborated with **interdisciplinary teams** to develop and test **hypotheses**, integrating social science, psychology, and health science for consumer strategies.

- Conducted **usability testing** on a new site redesign using **think-aloud protocol** and **task analysis** to identify key areas for improving user experience and guiding design decisions based on user session data.
- Developed strategies to improve **customer tipping behavior** by conducting **user interviews** and implementing findings into the app interface, including adding a tip-by-cash option.
- Enhanced user navigation by conducting a **card sorting** exercise, correcting misaligned categories (e.g., tomatoes listed in both fruits and vegetables), and applying contrast color theory to guide user attention.
- Improved buying experience by conducting **A/B testing** on UI elements like intuitive icons (e.g., heart icon for wishlist) for add-to-cart and add-to-wishlist actions, based on user interaction data.
- Reduced cognitive load by analyzing **user feedback** and mental workload to shorten notifications while retaining essential information, improving user comprehension and engagement.
- Documented findings on the company's intranet to ensure **knowledge sharing** across the organization.

Course Instructor | Purdue University, West Lafayette

2020 Fall – 2024 Spring

- **Instructed** Human Resources Management and internship courses, lecturing and overseeing 20 to 100 students per class.
- **Fast learner.** Develop lectures, activities, assignments, and exams from scratch quickly.
- Led hands-on activities such as debates and role-playing, enhancing students' experiential learning and **critical thinking**.
- Designed and administrated projects with **industry collaborators**, guiding students through real-world challenges.
- Earned **high teaching evaluations** (4.50/5.00) for clear communication, creating inclusive learning environment, respecting diverse perspectives, effectively answering questions, genuine care for student learning, timely feedback.
- Received **positive feedback** from former undergraduate students, who sent me cards and collectively described me as "intelligent, thoughtful, efficient, nice, determined, sweet, smart, kind, patient, and organized."

Teaching Assistant | Purdue University, West Lafayette

2020 Fall – 2023 Spring

- Sole Teaching Assistant for **Accounting, Marketing, and Human Resource Management** courses, supporting 30-40 students per course with evaluations, communications, and technical support in both in-person and online sessions.
- Co-Teaching Assistant to support the Introduction to HTM course, managing **100-120** students.

Journal and Book Publications

- **Chen, J., & Lehto, X.** (2025). Shaping digital luxury perception: The impact of curvature in website design. *Tourism Management* (Top-tier journal, regarded as the leading publication in its field).
- **Chen, J. & Lehto, X.** (2025). Content Design for Self-Drive Tourism Audio Guide Application: A Schema Approach. *Journal of Destination Marketing & Management* (In revision).
- **Chen, J. & Lehto, X.** (2025). Sound Design of an Audio Tour Guide. *Information Technology & Tourism* (Under review).
- **Lehto, X., Mohamed, M., Chen, J., & Lehto, M.** (2025). Seniors, Technology, and Travel: A Systematic Review and Future Research Agenda. *Journal of Travel Research* (in revision).
- **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* (Top-tier journal, regarded as the leading publication in its field).
- **Lehto, X. Y., Chen, J., & Le, U.** (2020). Family tourism: Past, present and opportunities. In *Routledge Handbook of Tourism Cities* (pp. 207-227). Routledge.

Conference Presentations

- **Chen, J. & Lehto, X.** (2024). How Curvature Shapes User Experience on Hotel Websites. Presented at *the 29th Graduate Education & Research Conference in Hospitality and Tourism, Miami, FL, USA*.
- **Chen, J. & Lehto, X.** (2023). Content Design of Audio Tour Guides for Self-drive Travellers. Presented at *the 28th Graduate Education & Research Conference in Hospitality and Tourism, Pomona, CA, USA*.
- **Chen, J. & Lehto, X.** (2022). The impacts of sound design on listening experience of a road-trip audio guide. Presented at *the 9th Biennial International Tourism Studies Association (ITSA) Conference, Grad Canaria, Spain*.
- **Chen, J., Lehto, X., Lehto, M., & Day, J.** (2020). Can Colored Sidewalks Nudge People to Walk? Presented at *the 8th International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia*.
- **Chen, J. & Day, J.** (2019). Descriptive Norms in Influencing Pro-environmental Behaviors. Presented at *the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA*.
- **Davari, D., Chen, J. & Lehto, X.** (2019). Cleisure: Contribution of Leisure Programing to Conference Enjoyment. Presented at *the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA*.

Awards

- **Best Paper Award** - Can colored sidewalks nudge people to walk? 8th ITSA Biennial Conference.
- **Ross Fellowship**, a prestigious 4-year PhD fellowship awarded for academic excellence, granted without application.
- **Outstanding Master Student Award**, Purdue University.