Chloe J. Chen

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About me

Hi there! I'm a 5th-year PhD, passionate about analyzing user behavior, uncovering user needs, and turning user insights into actionable strategies. I have strong methodological skills and a solid research background. All exciting opportunities are appreciated :)

Education

Purdue University, West Lafayette, IN, USA

Ph.D. in Health and Human Sciences (GPA: 3.92/4.00)	Aug. 2020 – 2025-2026 (flexible)
M.S. in Human Computer Interaction (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, 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:** SPSS, R, SAS, Python, Qualtrics, Figma, Usertesting, Airtable, Confluence, Audacity, MTurk, Prolific, Tableau, Office 365
- **Communication skills:** English, Mandarin, public speaking, active listening, mentoring, leadership.

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. Example findings include colored sidewalks motivate walking more than bare sidewalks. Recommend colored sidewalks in high-traffic areas.

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

UX Research Intern | Fresh Direct, New York   *Summer 2023*
- Performed **usability testing** on a new site redesign by analyzing user sessions to identify key areas for improving user experience and guiding design decisions.
- Developed strategies to improve **customer tipping behavior**, including strengthening relationships between delivery drivers and the local community, and adding personalized features like a tip-by-cash option to the app interface.
- Enhanced **user navigation experience** by correcting misaligned categories (e.g., tomatoes listed in both fruits and vegetables) and using contrast colors to guide user attention.
- Improved **buying experience**, such as add-to-cart and add-to-wishlist actions, by introducing more intuitive icons (e.g., heart icon for wishlist) in the UI design.
- Increased **customer time on page,** such as product detail pages (PDP) by grouping complementary products, revealing what's under packaging for fresh produce, and merging text descriptions with images.
- Improved **user experience** by reducing cognitive load, e.g. shortening notifications without losing essential information.
- Documented findings on the company's intranet to ensure **knowledge sharing** across the organization.

Research Assistant | Purdue University, West Lafayette   *2020 Fall – 2024 Spring*

- Analyzed data using statistical software to identify trends and insights in **consumer behavior**.
- **Administered surveys** to collect reliable data on consumer preferences and behaviors, ensuring high response rates.
- Synthesized research findings into clear, actionable reports and presentations for academic and **industry stakeholders.**
- 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.

Course Instructor | Purdue University, West Lafayette   *2020 Fall – 2024 Spring*

- **Instructed** Human Resources Management, lecturing 30 to 40 students per class.
- **Instructed** internship courses**,** overseeing 20 to 100 students per course.
- **Fast learner**. Develop lectures, activities, assignments, and exams from scratch quickly.
- Introduced **VR** into class, coordinating with the university's VR lab and providing student training on Oculus Quest 2.
- 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*, *107*, 105059.
- **Chen, J.** & Lehto, X. (2024). Content Design for Self-Drive Tourism Audio Guide Application: A Schema Approach. *Journal of Destination Marketing & Management (Under review).*
- **Chen, J.** & Lehto, X. (2024). Sound Design of an Audio Tour Guide. *Annals of Tourism Research (Under review).*
- Lehto, X., Mohamed, M., **Chen, J.,** & Lehto, M. (2024). Seniors, Technology, and Travel: A Systematic Review and Future Research Agenda. *Journal of Travel Research (Under review).*
- **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.
- 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, CA, 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*. (**Best Paper Award**)
- **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.*

Current Projects

- **PhD Dissertation:** Focusing on the use of generative AI in tailored communication.
- **Interdisciplinary Collaboration:** Examining the role of dance in leisure activities to enhance well-being.