

Chloe J. Chen

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UX RESEARCHER

Dedicated Ph.D. specializing in User Experience (UX) research, Human-Computer Interaction (HCI), and behavioral experience design. Well-rounded background in psychology, quantitative and qualitative research methodologies, and delivering actionable UX solutions. Proven track record of innovative research, project management, and interdisciplinary collaboration. Eager to leverage academic expertise and practical experience to drive user-centered design and technological advancements.

KEY EXPERTISE & CORE ACCOMPLISHMENTS

UX Research & Design
Human-Computer Interaction
Behavioral Economics

Data Analysis & Synthesis
Usability Testing & Evaluation
Experimental Design & Statistics

Qualitative & Quantitative Methods
User Experience Optimization
Interdisciplinary Collaboration

- Published multiple top-tier journal articles on digital luxury perception, sound design, and tourism behavior.
- Led and published research on the impact of website curvature and sidewalk nudges, receiving awards and recognition.
- Designed and executed over 10 user studies with diverse populations, providing insights that inform design strategies.

PROFESSIONAL EXPERIENCE

Research Assistant

Aug. 2020 – Present

Purdue University – West Lafayette, IN

Conducting advanced research in HCI, behavioral economics, and AI-human interaction, with a focus on user experience and communication technologies.

- Moderated VR usability testing using Oculus Quest, providing actionable insights for educational applications.
- Developed and analyzed surveys and experiments using R and Python, identifying key user experience trends.
- Collaborated with interdisciplinary teams to integrate social science, psychology, and health science in research projects.
- Presented research findings at international conferences, demonstrating strong communication skills.
- Managed multiple research projects, ensuring timely completion and high-quality outputs.

UX Research Intern

June 2023 – Aug. 2023

FreshDirect – New York, NY

Supported UX design and testing for website redesign, focusing on improving user engagement and navigation.

- Conducted usability testing using think-aloud protocols and task analysis, identifying key areas for improvement.
- Developed strategies to enhance customer tipping behavior and navigation through user interviews and card sorting.
- Implemented A/B testing on UI elements, optimizing for user engagement and reducing cognitive load.
- Documented findings on internal platforms to facilitate organizational knowledge sharing.

Course Instructor

Aug. 2020 – May 2024

Purdue University – West Lafayette, IN

Taught courses in Human Resources Management and internship preparation, fostering experiential learning.

- Designed and delivered lectures, activities, and assessments for classes of 20–100 students.
- Led hands-on activities such as debates and role-playing to enhance experiential learning.
- Received high teaching evaluations (4.5/5.00) for clarity, inclusiveness, and student engagement.
- Received positive feedback from students, recognized for patience, organization, and thoughtful instruction.

Teaching Assistant

Aug. 2020 – May 2023

Purdue University – West Lafayette, IN

Supported courses in accounting, marketing, and human resource management, providing technical and academic support.

- Supported 30–40 students per course, managing evaluations and communications.
- Assisted in managing large classes of 100–120 students for introductory courses.
- Provided in-person and online support, ensuring smooth course delivery and student understanding.

EDUCATION

Ph.D. in Social Sciences

Purdue University, West Lafayette, IN, USA, 2025

Research focus on HCI, behavioral economics, experience design, and human–AI interaction. GPA 3.92/4.00

M.S. in Human–Computer Interaction (UX Design & Research)

Purdue University, West Lafayette, IN, USA, 2024

Specialized in UX design, research methodologies, and user-centered technology. GPA 3.96/4.00

M.S. in Hospitality and Tourism Management

Purdue University, West Lafayette, IN, USA, 2020

Focus on tourism and psychological insights. GPA 4.00/4.00

B.Sc. in Tourism Management, Minor in Psychology

Sichuan University, Chengdu, China, 2018

Top-tier university, member of China's 985 and 211 projects. GPA 3.71/4.00.

SKILLS & ADDITIONAL INFORMATION

Technical Skills

- R
- SPSS
- Python
- Qualtrics
- Figma
- Applied statistics (e.g., factor analysis, multiple linear regression, ANOVA)

Awards & Honors

- Best Paper Award — “Can colored sidewalks nudge people to walk?” ITSA Conference, 2022
- Ross Fellowship, Purdue University, 2021, 2022, 2023, 2024

Selected Projects

- **Shaping Digital Luxury Perception: The Impact of Curvature in Website Design**
Surveyed 150+ participants; designed experiments and tested Figma website prototypes; analyzed results with ANOVA and multiple linear regressions; 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 ~2,000 participants; designed experiments and tested design elements for sidewalks; analyzed results using ANOVA and multiple linear regression; improved walking intention by 30%. Recommend colored sidewalks in high-traffic areas.
- **Cleisure: Contribution of Leisure Programming to Conference Enjoyment**
Surveyed 70+ participants; designed and tested leisure activities for conferences; analyzed results using t-tests and factor analysis; found female conference 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 300+ participants; designed experiments and tested AI text-to-speech audio variants; analyzed results using ANOVA and multiple linear regression; 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**
Conducted 27 semi-structured interviews; developed an interview guide, performed inductive thematic analysis with a documented codebook and double-coding for reliability, and synthesized insights into a content taxonomy—history and culinary emerged as the most desired topics for a tour guide.

Selected Publications

- **Chen, J., & Lehto, X. (2025).** Shaping digital luxury perception: The impact of curvature in website design. *Tourism Management (Top-tier journal; leading publication in the field)*.
- **Chen, J., & Lehto, X. (2025).** The impact of sound design with AI synthetic voices on the listening experience in audio tour guides. *Information Technology & Tourism*.
- **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; leading publication in the field)*.