Chunhui Zhu

UX RESEARCHER

With **4 years** of experience as a UX researcher and a background in **Psychology and Artificial Intelligence**, I've applied a user-centered philosophy to enhance a wide array of digital products, including **in-car infotainment system**, **Web3 marketplace**, **travel app**, and more, catering to both B2B and B2C sectors.

💼 WORK EXPERIENCE

UX Researcher @ Pink.gg

APR 2022 - PRESENT / Full-time, remote / NFT Marketplace

- Introduce a **research-driven product development process** with a mixed methodology as the first user researcher , enabling the product team to make **informed choices** throughout product cycles
- Generate key UX deliverables and communicate them with stakeholders to **gain an alignment** of the same user-focused goal; i.e. personas, product snapshots, user interviews, usability tests etc.
- **Collaborated with cross-functional teams** including customer support, marketing, product and data teams to contextualize findings and tie in with overarching business goals
- Employ **Web Analysis tools** HotJar and GA4 together with insights from mobile **user tests**, yielding a **3X increase** in the utilization of search functions and a **4.5% rise** in mobile purchase events.
- Host high-impact workshops for Design Thinking, effective brainstorming, ideation, journey mapping and UX knowledge sharing, enhancing user empathy and boosting cross-team dynamics.
- Leverage a **Data Dashboard** to identify user pain points and enhance our product, resulting in a remarkable **NPS score of 50+** and over **60% enthusiastic user recommendations**

UX Designer / UX Researcher @ Luxoft GmbH

JAN 2020 - MAR 2022 / Full-time, on-site / Automotive Agency Projects

- Deliver innovative UX Concept for automotive HMI projects with high customer satisfaction, proven by expanded business scope with **continuous collaboration in additional projects**
- Evaluate effectiveness of the concept/design with user tests to provide **actionable insights**
- Develop Prototypes & Deliver UX documentation to **streamline design and development** process
- Collaborate closely with software development team in **Scrum Framework**
- Contribute to pre-sale activities to enhance the likelihood of new business opportunities
- Participate in **multiple international projects**, e.g., MBUX systems, Royal Entfield Motorcycle HMI, Hyundai Mobis and among others

Driver Experience Researcher @ Mercedes AG

MAR 2019 - SEP 2019 / Working Student, on-site / Driving Assistant App

- Implement Prototype based on NodeJS for driver experience experiment
- Conduct Driver Experience Study
- Deliver experiment results (behavioral, eye-tracking related, physiological & survey-based)

User Experience Researcher @ Robert Bosch GmbH

SEP 2018 - FEB 2019 / Internship, on-site / Internal Digital Products

- Conduct User Interviews & User Tests and deliver Design Guideline for software team
- Visualize workshop materials and contribute to workshops facilitation
- Create questionnaires, maintain results with survey tool & generate quantitative reports

Research Assistant @ Ulm University

MAY 2018 - AUG 2018 / Working Student, on-site / AI Department

- Implement Protegé plugins (an open-source ontology editor for intelligent systems)
- Conduct user tests and analyze final data
- Contribute in the Bosch AI project "Do it yourself, but not alone: Companion- Technologie für die Heimwerkerunterstützung"

Portfolio Site

+4915258436899

clarapsychologie@gmail.com

Stuttgart, Germany

⚙️ Research & UX

Qualitative & Quantitative Methods

Data Analysis & Reporting

Usability Test

Wireframing & Prototyping

Technical Writing

Design Thinking

Research Design & Ops

🛠️ Research Tools

Google Analytics 4, HotJar

Figma, Sketch, ProtoPie, Axure

Miro, Airtable

R, Python, Matlab, SPSS

Java, HTML5, CSS, JS

🌐 Language

Chinese (C2)

English (C2)

German (C1)

Korean (A2)

🎓 Education

MSc Cognitive Systems (AI Field)

Ulm University 10/2016 - 10/2019

BSc Applied Psychology

SCNU China 09/2012 - 07/2016