Chunhui Zhu

SENIOR UX RESEARCHER

Passionate about crafting experiences that resonate with people, powered by qualitative and quantitative data.



WORK EXPERIENCE

UX Researcher / Pink.gg

APR 2022 - PRESENT / Full-time, remote

- Create a research-driven product development process, combing exploratory research methods and mixed methodology for different product stages
- Generate key deliverables; i.e. personas, research strategy and product snapshot
- Conduct workshop for brainstorming, ideation and knowledge sharing with stakeholders
- User interview & usability tests
- Craft a Data Dashboard with early-stage user pain point detection, targeting a remarkable 50+ NPS with over 60% enthusiastic user recommendations

UX Designer / Luxoft GmbH

JAN 2020 - MAR 2022 / Full-time, on-site

- Collaborate with software development team in scrum environment
- Organize Design Thinking Workshops
- Deliver UX & UI Concept for internal & external automotive HMI projects
- Conduct User Researches / User Tests studies
- Develop Prototypes & Deliver UX & UI specification / documentation
- Contribute to pre-sale activities
- Participate in multiple international projects, e.g., MBUX systems, Royal Entfield Motorcycle HMI, among others

Driver Experience Researcher / Mercedes AG

MAR 2019 - SEP 2019 / Working Student, on-site

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

User Experience Researcher / Robert Bosch GmbH

SEP 2018 - FEB 2019 / Internship, on-site

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

Research Assistant / Ulm University

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

- Implement Protegé plugins
- Conduct user tests
- Contribute in the AI project "Do it yourself, but not alone: Companion-Technologie für die Heimwerkerunterstützung"



Contact

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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

Python, Matlab, SPSS

Java, HTML5, CSS, JS



∰ Language

Chinese (C2)

English (C2)

German (B2)

Korean (A2)



😭 Education

MSc Cognitive Systems (AI Field)

Ulm University 10/2016 - 10/2019

BSc Applied Psychology

SCNU China 09/2012 - 07/2016