

Chunhui Zhu

UX RESEARCHER

With **5 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 gaming NFT 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 **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 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 Benz 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

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Research & UX

Qualitative & Quantitative Methods

Data Analysis & Reporting

Usability Test

Wireframing & Prototyping

Surveys

Design Thinking

Research Design & Ops

User Flow & Customer Journey Map



Research Tools

Google Analytics 4, HotJar

Figma, Sketch, ProtoPie, Axure

Miro, Airtable

R, Python, SQL, 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