

# Lucas Hsing

## UX Researcher

### Contact

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**Location:** New York, NY

#### LinkedIn

[linkedin.com/in/lucas-hsing](https://www.linkedin.com/in/lucas-hsing)

#### UX Research Portfolio

[lucashsing.netlify.app](https://lucashsing.netlify.app)

### Skills

- Focus Groups
- User Interviews
- Ethnography
- Survey Crafting
- Wireframing
- Prototyping
- Usability Testing

### Tools

- Figma / Miro
- R
- GitHub
- Excel / Google Sheets
- Google Analytics
- UserTesting
- Qualtrics

### Coding Languages

- Python
- Java
- JavaScript

### Certifications

- Emergency Responder to Adult and Child First Aid/CPR/AED

### Languages

- Conversational Japanese

### Extracurricular

#### BUCS Varsity Fencer

*University of Nottingham 2023 - 24*

#### NCAA Varsity Fencer

*New York University 2017 - 21*

## Work Experience

### University of Nottingham

*Nottingham, UK*

*Postgraduate Researcher*

*Sep 2023 - Sep 2024*

#### ➤ **Consumer Perceptions, Trust, and Implications of AI-Assisted Journalism**

- Designed and conducted a mixed-methods study, utilizing focus groups, interviews, and a prototype of an AI news generation tool to gather data on user attitudes toward AI-generated news content
- Researched consumer perceptions and trust in AI-assisted journalism, analyzing the implications of automation on news credibility
- Assessed user trust and transparency surrounding AI in media and presented research to faculty and peers to inform discussions on AI ethics

### Accenture Strategy

*New York, NY / Portland, ME*

*Research Analyst*

*Oct 2021 - Aug 2023*

#### ➤ **Japanese Market Assessment for 3D Tools**

- Ran user research for a Fortune 100 med tech client with a market cap of approx. \$400 billion to assess opportunities in the Japanese 3D surgical space
- Led stakeholder interviews in both English and Japanese across diverse hospital roles to identify adoption barriers including usability challenges and cultural hesitations to inform a go-to-market strategy

#### ➤ **Cross-Regional Opportunity Assessment for Glaucoma Therapies**

- Evaluated global opportunities in glaucoma treatment with a focus on user needs across care pathways for the same client in the USA and Japan
- Facilitated strategy workshops with stakeholders to align therapy priorities with the client's R&D portfolio; integrated qualitative insights and quantitative data to assess landscape and identify high-potential entry points

#### ➤ **In-Memory Computing (IMC) Market Analysis**

- Performed a comprehensive market analysis for a Fortune 100 tech client with a market cap of approx. \$100 billion through customer and user interviews to assess demand for a hardware-based IMC solution
- Probed thoughts on the scalability of IMC, the effect of similar technologies, potential use cases, and the perceived effectiveness of IMC technology

## Education

### University of Nottingham

*Nottingham, UK*

*Masters of Science in Human Computer Interaction*

*Sep 2024*

GPA: 4.0, With Distinction

Relevant Coursework: Cognitive Ergonomics • Design Ethnography • Mixed Reality Advanced Human Machine Interfaces • Software Engineering Management

### New York University

*New York, NY*

*Bachelor of Arts in Psychology*

*May 2021*

Minor in Public Policy and Management

Major GPA: 3.8, Cumulative GPA: 3.4

Relevant Coursework: Adv. Psychological Statistics • Cognitive Neuroscience Management and Organizations • Clinical Psychology • Abnormal Psychology