

Lucas Hsing

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

Skills

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

Tools

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

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

3D Surgical Medical Device Opportunity Assessment

- Developed a market strategy for a Fortune 100 med tech company with a market cap of approx. \$400 billion on the 3D surgical space in Japan
- Led stakeholder interviews in both English and Japanese, conducted competitive analysis and market sizing, and uncovered adoption barriers such as usability challenges and cultural hesitations

Global Surgical Glaucoma Opportunity Assessment

- Surveyed the landscape of glaucoma surgical and drug/device therapies for a Fortune 100 med tech client with a market cap of approx. \$400 billion
- Led workshops with stakeholders to prioritize opportunities and to select key therapies that aligned with the client's portfolio, R&D capabilities and strategic goals

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