Lucas Hsing
➢ UX Researcher

Contact

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LinkedIn
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UX Research Portfolio
lucashsing.netlify.app

Skills

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

Tools

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

Coding Languages

- Python
- Java
- JavaScript

Languages

- Conversational Japanese

Certifications

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

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

➢ ***Multinational Evaluation of 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