

# Lucas Hsing

## Contact

### Phone

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### Email

hsinglucas@gmail.com

### Location

New York, NY

### LinkedIn

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

### UX Research Portfolio

<https://hsilucas.github.io>

## Professional Summary

MSc Human Computer Interaction graduate student with expertise in AI-Consumer trust, user experience, growth strategy, and market sizing. Previously a research analyst at Accenture with 2 years of professional experience.

## Skills

### Technical Skills

- Figma
- Python
- Java
- C#
- Javascript
- Excel / Google Sheets
- Workday
- VBA
- Sales Navigator
- CRM
- Wordpress

### Certifications

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

### Language

- Conversational Japanese

## Extracurricular

### BUCS Varsity Fencer

University of Nottingham 2023 - 24

### NCAA Varsity Fencer

New York University 2017 - 21

## Work Experience

### Accenture Strategy

New York, NY / Portland, ME

Research Analyst

Oct 2021 - Aug 2023

- Sized, assessed, and prioritized treatment segments to survey the global landscape of glaucoma surgical and drug/device therapies for a Fortune 500 med tech client and collaborated with the client team to select key therapies/targets that aligned with the client's portfolio, R&D capabilities, and strategic goals
- Identified and prioritized go-to-market strategy for a Fortune 500 med tech company in the 3D surgical space, including conducting competitive analysis, overviewing the market landscape, and providing market sizing and forecasting in both the United States and Japan
- Conducted customer and competitor interviews to identify customers' desire for a hardware-based IMC solution, potential for competitor competitive technology, and industry priorities for a Fortune 100 client
- Identified system architecture, attach, install, refresh, and growth rates for hundreds of system groups across the healthcare, industrial, and energy segments for a global market model
- Revamped a leading pharmaceutical company's payer engagement strategy as it moved from primary care to specialty care, including engagement around a pipeline-stage therapy asset
- Created and delivered client presentations for Fortune 100 companies
- Sought out potential clients and reached out for business development for the company's Technology Practice

## Education

### University of Nottingham

Nottingham, UK

Msc in Human Computer Interaction

Sep 2024

GPA: 3.8 / 1st Class Honours

MSc Dissertation:

Consumer Perceptions, Trust, and Implications on User Assisted AI Journalism

Relevant Coursework: Cognitive Ergonomics • Design Ethnography Simulation, VR, and Adv. Human Machine Interface • Mixed Reality 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