

Ada Kim

UX Research Lead | AWS Certified Cloud & AI Practitioner | Mixed-Methods Research Expert

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Seattle, Washington - U.S. Permanent Resident

Professional Summary

Results-driven UX researcher with 5+ years of experience driving product strategy and user-centered design for data and AI/ML products. Proven track record of increasing business metrics through strategic research initiatives, including 28% profit increase and 6% user engagement improvement. Expert in evaluating AI-powered user experiences using both qualitative and quantitative methodologies. AWS Certified Cloud & AI Practitioner.

Professional Experiences

Pebblous - UX research lead

Feb 2023 - Apr 2025

Leading user experience strategy for B2B SaaS product evaluating big data quality for AI/ML algorithms

- **Established comprehensive UX strategy, target user segments, and roadmap** during the early stages of product development through in-depth user interviews, usability testing, and cross-functional collaboration
- **Cross-functionally collaborated with ML data science and design teams** to translate complex algorithmic insights into intuitive user interfaces, conducting usability testing sessions for every iteration.
- **Delivered business impact** by showcasing the product at CES 2024 and 2025, resulting in a partnership with Hyundai Motors and participation in the Amazon AWS startup program

Banksalad - Mixed-methods UX researcher

Aug 2020 - Jan 2023

Executed end-to-end user research for a million-user financial management platform

- **Drove product strategy through data-driven insights** by establishing Critical User Journeys (CUJ) in collaboration with product manager, design teams, engineering teams, and executive leadership
- **Increased annual profit by 28%** through triangulated research approach combining behavioral analytics, survey research, and in-depth user interviews to inform loan product decisions

Kakao Corp. - Quantitative UX researcher

Jan 2020 - May 2020

Optimized music recommendation algorithm UX for 6 million user platform

- **Improved key performance indicators by 6%** through comprehensive evaluation combining heuristic evaluation, usability testing, and A/B testing methodologies
 - **Collaborated with data scientists and ML engineers** to improve the quality of a music recommendation system
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Core Competencies

Research Methods. Mixed-Methods Research · User Interviews · Usability Testing · A/B Testing · Behavioral Analytics · Survey Design · Statistical Analysis · Heuristic Evaluation

Product strategy. User-Centered Design · Design Thinking · Lean UX · ML product UX

Technical Skills. AWS Cloud & AI Certified · Python · SQL · Amplitude · Metabase · Zoho Survey · Git · Cursor

Leadership. UX Strategy & Roadmap · Cross-Functional Collaboration · Team Leadership · Executive Communication

Research Projects at UW

Robot Design in VR at HCDE

Sep 2017 - Feb 2019

NSF-Funded Research Lead - Led 5-year field study developing VR collaborative robotics platform for educational environments

- **Published 2 peer-reviewed conference papers** demonstrating research impact and academic rigor
- Conducted comprehensive user research including surveys, usability testing, and contextual inquiry
- Applied mixed-methods approach to evaluate VR interface effectiveness in educational settings

Digital Badge for STEM Education at iSchool

Sep 2015 - Dec 2016

Graduate Researcher - Designed digital achievement framework for Pacific Science Center Seattle

- **Published a peer-reviewed conference paper** on research methodology and outcomes
 - Executed user-centered design process through surveys and in-depth interviews with target demographic
 - Collaborated with designers to translate research findings into practical digital badge system implementation
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Education

University of Washington | *Master's in Information Science*

Human-Computer Interaction Specialization (Ph.D program)

- Research methods: User interviews, usability testing, survey analysis, case studies, field studies

University of Illinois at Urbana-Champaign | *Master's in Psychology*

Cognitive Neuroscience Specialization

- Research methods: Lab-based behavioral experiment, fMRI

Korea University | *Master's in Experimental Psychology*

Visual Perception Specialization

- Research methods: Lab-based experiment, psychophysics, eye tracking

Korea University | *Bachelor's in Psychology and English Literature*