

# Ada Kim

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Seattle, Washington - U.S. Permanent Resident

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## User Experience Research

A motivated, self-driven user experience researcher with expertise in psychology-HCI and solid understanding of product development lifecycle. Proficient in both qualitative and quantitative research methods, including user interviews, usability testing, field studies, heuristic evaluation, lab-based experiment, inferential statistics, and data analysis. Confidently navigate a fast-paced, ambiguous work environment, adapting to multiple responsibilities.

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## Key Competencies

**Leadership.** UX strategy and roadmap · Cross-functional collaboration · Communication skills · Business acumen

**Research Specialization.** Psychology · Cognitive neuroscience · Human-Computer Interaction (HCI)

**Tech Skills.** AWS Certified Cloud Practitioner (Feb 2025) · Python · SQL · Amplitude · Metabase

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## Professional Experiences

### Pebblous.ai - UX research lead

Feb 2023 - Present

Took initiative in generative research to build user experiences of a B2B SaaS product assessing the quality of big data used for AI algorithms.

- Established a UX strategy, roadmap, and target user segments during the early stages of product development through in-depth user interviews and close collaboration with leadership, designers, and developers.
- Cross-functionally collaborated with the ML data scientist team and the design team to integrate quality analysis results into a user-friendly interface and conducted usability testing sessions for every iteration.
- Showcased 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 to generate actionable insights for a million-user financial management platform.

- Cross-functionally collaborated with internal stakeholders including data analysts, developers, designers, and leadership to establish Critical User Journeys (CUJ) of the product.
- Triangulated log data analysis, survey, and user interview results to inform product decisions, resulting in a 28% increase in annual profit.

### Kakao Corp. - Quantitative UX researcher

Jan 2020 - May 2020

Collaborated with data scientists and engineers to improve the quality of a music recommender system with 6 million users. Uncovered valuable insights by combining heuristic evaluation, usability testing, and A/B testing results, leading to a 6% increase in streaming counts, a key performance indicator.

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## Research Projects at UW

### Robot Design in VR at HCDE

Sep 2017 - Feb 2019

Led a 5-year NSF-funded field study to develop a VR game fostering collaborative robotics among teenagers. Conducted extensive user research including surveys, usability testing, and contextual inquiry at Ballard High School to gather insights into the VR game's effectiveness. Published two peer-reviewed conference papers on the project's findings.

### Digital Badge for STEM Education at iSchool

Sep 2015 - Dec 2016

Designed the framework of a digital badge system for Pacific Science Center in Seattle. Conducted surveys and in-depth interviews with teenagers to identify their needs for showcasing science achievement. Collaborated with designers to translate research findings into a practical digital badge system and published a peer-reviewed conference paper.

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## **Education**

### **University of Washington**

Master's in Information Science (En Route to Ph.D - Human-Computer Interaction Specialization)

- 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