

# Becky (Yi-Chen) Chen

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## EDUCATION

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University of Texas at Austin, Austin, Texas

May/2020

*Master of Science in Information Studies*

**Focus: User Experience Research (UX Research)**

National Chung Cheng University, Chiayi, Taiwan

June/2017

*Bachelor of Science in Psychology*

## EXPERIENCE

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Sentier Strategic Resources

Sep/2019 - Present

**User Experience Research Intern**

- Analyzing customer's online comments and categorizing them into groups to provide insights for NPS study.

Express Scripts

May/2019 - Aug/2019

**Accessibility Research Intern**

- Facilitated accessibility user testing with screen reader users with visual impairment to gain feedback on digital products. Analyzed data from the sessions, developed report with enhancement recommendations.
- Performed heuristic evaluation for digital experiences and classified accessibility issues into different severity in terms of WCAG violation and task failure.
- Executed manual and automated accessibility testing using a variety of tools to promote inclusive design.

Center for Research in Cognitive Science

July/2017 - Apr/2018

**Research Assistant**

- Published seven studies discussing issues about face processing and memory in over five academic conferences.
- Collaborated on a multidisciplinary research project with Behavioral Informatics & Interaction Computation Lab to identify possible brain areas related to different face processing tasks.

Visual Cognition Laboratory

May/2016 - June/2017

**Project Assistant**

- Initiated a proposal sponsored by the Ministry of Science and Technology in relation to facial recognition.

## SKILLS

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- Tools: Sketch, Adobe XD CC, Figma, InVision, R, SPSS, Qualtrics, Excel, Adobe Analytics, JAWS, JAWS Inspect, WCAG, ARC toolkit, Nu html checker, HTML, CSS, MySQL, PHP, Tobii, E-prime, MATLAB, Python, Capital IQ
- Research: qualitative data analysis, quantitative data analysis, accessibility research, competitive intelligence, survey, interview, A/B testing, contextual inquiry, prototyping, usability testing, agile, wireframing, eye tracking, personas, user journey maps, card sorting, heuristic evaluation, data visualization

## PROJECTS

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HomeAway, Austin, Texas

Jan/2019 - May/2019

- Implemented eye tracking techniques to create heat map showing crucial search areas in regards to online comments.
- Conducted survey to prioritize affecting factors of high-level concept of trust within peer-to-peer economy.

University of Austin at Texas at College of Education, Austin, Texas

Jan/2019 - May/2019

- Directed one on one interviews to understand the present procedure and tools of assessing dyslexic students.
- Proposed design principles in response to user needs and better inform reiteration of the prototype.

Texas Department of Transportation, Austin, Texas

Sep/2018 - Dec/2018

- Led usability testing to anchor user's pain points on current website and further explore travel behaviors.