Becky (Yi-Chen) Chen

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EDUCATION

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

Sentier Strategic Resources, *User Experience Research Intern*   **Sep/2019 - Present**
- Quantified data and created industry-standard "drivers" analysis for NPS study, including associated interpretation and visualization of findings using a real-world data set.
- Applied remote A/B testing and unearthed ROI across multiple platforms to propose design principles in response to user needs and better inform reiteration of the prototype.

Express Scripts, *Accessibility Research Intern*   **May/2019 - Aug/2019**
- Facilitated accessibility user testing with screen reader users with visual impairment to gain feedback on digital products. Delivered reports summarizing topline findings with enhancement recommendations to key stakeholders.
- Performed heuristic evaluation, manual and automated accessibility testing to promote inclusive design for digital experiences and classified accessibility issues into different severity in terms of WCAG violation and task failure.
- Collaborated closely across functional projects to apply to problem space with UX designers, product owners, engineers, senior research teams to derive bigger product roadmap and maximize business goals.

Center for Research in Cognitive Science, *Research Assistant*   **July/2017 - Apr/2018**
- Designed multi-method behavioral science experiments, conducted literature review, executed statistical analysis and published seven studies discussing face processing and memory in over five academic conferences.
- Orchestrated a multidisciplinary machine learning research project with Behavioral Informatics & Interaction Computation Lab to identify possible brain areas related to different face processing tasks.

SKILLS

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

PROJECTS

Texas Venture Labs, Austin, Texas   **Aug/2019 - Dec/2019**
- Developed solutions for clients to optimize decision making through secondary research, including investigating business case study, clarifying customer segmentation, market demographics and in-depth competitor analysis.

VRBO, Austin, Texas   **Jan/2019 - May/2019**
- Implemented eye tracking techniques to create heat map showing crucial search areas in regards to online comments.
- Launched 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.

Texas Department of Transportation, Austin, Texas   **Sep/2018 - Dec/2018**
- Led usability testing to anchor user's pain points on current website and further explored travel behaviors.