# **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 **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**

* 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**

# **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.