Cindy Kuo
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EDUCATION

University of California, Los Angeles   Sept. 2024 – Jun 2025
- Master of Social Sciences, GPA: 3.88/4.0
- Relevant courses: Research & Perspectives, Qual Research Methods, Quant Data Analytics, Quant Evidence & Analytics, Community Based Research, Research Design

Santa Clara University (SCU)   Sept. 2020 – Jun 2024
- Bachelor of Science in Psychology, GPA: 3.86/4.0
- Relevant courses: I/O Psychology, User Experience Research, Database Management Systems, Programming (Python & SQL), Systems Analysis and Design, Statistics and Methods I, II, Practicum, Calculus & Analytic Geometry, Contemporary Business Issues, Principles of Marketing
- **Honors:** *Magna Cum Laude, Alpha Sigma Nu Honor Society*

PROJECTS

SCU Pulse Survey Protocol   Jan 2024 – Jun 2024
SCU Institutional Research Student Assistant/ Team Leader
- Led SCU's **1st** Pulse Survey-Spring 2024 Pilot Pulse Survey, following the strategic goal of improving students' belongings and enhancing timely handling of campus matters
- Collaborated with another student assistant to research on students' needs priority and set the key topics
- Designed surveys and question bank, distributed to undergraduate students at schoolwide
- Utilized SPSS for data management and analysis of large datasets, presented findings to the Pulse Survey Committee and Institutional Research faculty for future reference
- Developed comprehensive protocols to guide future Pulse Surveys (later expanded to graduate and PhD students)

UX Researcher, SCU Department of Psychology   Sept. 2023 – Dec 2024
Psychology 158 User Experience Research Course-based Project
- Conducted qualitative and quantitative user experience research on the university administration system (Workday) alongside a team of two other members
- Made in-depth interviews, usability testing, surveys and data analytics, and sorted out the pain points of "Categories and subcategories are not self-evident", "horizontal navigation is frustrating" and "research bar does not give relevant suggestions"
- Submitted our corresponding recommendations and solutions for system enhancement to the designers and parts were adopted

PROFESSIONAL EXPERIENCE

Research Assistant, **LASER Lab**, Santa Clara University   Sept. 2023 – Aug 2024
- Designed and executed quantitative research on organizational reputation, collected large-scale datasets
- Employed data management techniques to maintain large datasets, ensuring data integrity and preparing them for later analysis using SPSS

Retail Associates, **AuLaLaDesign**, San Jose, CA   Apr. – Sept. 2023
- Applied principles of consumer behavior and decision-making to assist customers with purchases
- Oversaw training of new employees, equipping them with the necessary skills and knowledge to provide exceptional customer experience and contribute to team success
- Summarized customer pain points and provided feedback to improve retail layout and user flow

Volunteer, **Grace & Wellness Center**, San Jose, CA   Apr. – June 2023
- Employed knowledge of qualitative research design and evidence-based practices to support developing and implementing effective mental health programs and services
- Applied psychology of behavioral analysis to support individuals needing mental health resources and services
- Developed cultural competence and sensitivity and accumulated experience working with diverse populations

Intern (Project Lead), **Up In The Chair**, Nashville, TN   Sept. – Dec. 2022
- Served as project lead in an UPTC Ambassador Program for universities and organizations, earned honor of Uplifter of the Week
- Cooperated with the National Institute for Social Media (NISM) to write blogs and create content
- Created graphic design for logos using Canvas to ensure consistent and user-centered design
- Conducted quantitative research and data analysis to identify potential partners

SKILLS & CERTIFICATES

Skills: M.S. Office Suite, SPSS, Website building (WIX), Python, SQL
Certificates: Digital Merchandising Certificate, First Aid certificate
Language: Chinese Mandarin (Native), English (Proficient)