ADA NG

PhD student currently focused on the role of patient-generated data in patient-provider collaboration

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EDUCATION

Northwestern University, Evanston, IL
PhD Technology and Social Behavior
Joint program in Communications & Computer Science
pitch lab, advised by Madhu C. Reddy, PhD, FACMI

2016-current

Cornell University, Ithaca, NY
BS Design and Environmental Analysis
Interdisciplinary program in people centered design and place

2007-2012

RESEARCH INTERESTS

Healthcare information technology design, Human-computer interaction (HCI), user-centered design, computer-supported cooperative work (CSCW), qualitative research methods, user experience (UX)

PROFESSIONAL EXPERIENCE

Uptake
User Experience Researcher
- Plan, schedule, and conduct/moderate research
- Research methods include: end-user in-depth interviews, rapid iterative prototyping, usability testing, contextual inquiries, observations
- Synthesize research to create personas, workflows, journey maps, and ecosystem diagrams
- Share research findings to fellow researchers, designers, developers, product managers, and internal stakeholders
- Collaborate with cross-disciplinary teams to create solutions that are informed by user research
- Support Rail, Internet of Things (IoT), and other customer-facing product teams to create mobile and desktop solutions
- Communicate with cross-functional teams, advocating for UX best practices and evangelizing user centered design

JAN 2016-SEPT 2016

GFK Custom Research, LLC
User Experience Lead Specialist
- Planned and executed research as team lead for clients in a variety of sectors both locally and internationally using a variety of research methods

JUL 2015-JAN 2016

- Responded to request for proposals

GFK Custom Research, LLC
User Experience Specialist
- Planned and executed research for clients in a variety of sectors both locally and internationally
- Research methods include: formative and validation human factors studies, rapid iterative testing, tests for comprehension of graphics and instructions, in-lab usability tests of commercial web and mobile applications, in-depth interviews with users, and contextual inquiry
- Other responsibilities: client management, project management (recruit, site management), writing HFE reports for FDA submission, creating low and high fidelity prototypes, and synthesizing design recommendations

APR 2013-
JUL 2015

Envirosell
Field Researcher
- Traveled to clients' retail sites to conduct observations and interviews in order to discover consumer behaviors and provide recommendations on service design and strategy

SEP 2012-
APR 2013

TEACHING
EXPERIENCE

Northwestern University
Teaching Assistant
[Prof. Madhu Reddy]
Human-Computer Interaction (HEALTH_COMM 455)
Graduate course to introduce professional Master's students to the field of HCI and its application to health information technologies design, implementation, and evaluation.

WINTER 2017

COURSEWORK

Introduction to Graduate Research in Media, Technology, and Society (MTS 501)
[Prof. Aaron Shaw]
A graduate foundation course on academic matters in Media, Technology and Society space

FALL 2016

Personal Health Systems (EECS 495)
[Prof. Nicos Maglaveras]
An introduction to Information and Communication Technology (ICT) components (including wearable technologies, medical devices) of the Personal Health Systems (PHS) and the engineering approaches for integrating and testing the ICT components driven by user needs

FALL 2016

Independent study (MTS 590)   FALL 2016
[Prof. Madhu Reddy]
Literature review writing: defining patient-generated data in the HCI community

Theories and Practices of Human-Computer Interaction (MTS 525)   WINTER 2017
[Prof. Darren Gergle]
A graduate course on literature in the HCI space

Wireless and Mobile Health (mHealth) (EECS 495)   WINTER 2017
[Prof Nabil Alshurafa]
Introduction to the field of mHealth through designing and evaluating an mHealth system using time-series data generated by sensors..

Independent study (COMM_ST 499)   WINTER 2017
[Prof. Madhu Reddy]
(A continuation of Independent study in Fall 2016) Literature review writing: defining patient-generated data in the HCI community

UNIVERSITY SERVICE	**Northwestern University**	
	Professional Development Sub-committee Member	2016-current
	Co-President Plant-it Purple (graduate student gardens)	2017-current
	InfoSocial Conference 2017 Treasurer	2016-2017

PROFESSIONAL ORGANIZATIONS	AMIA	2016-current
	ACM	2017