

Hazel Leung

UX Designer & Researcher

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Experience

Research Assistant | Comparative Cognition Lab, Prof. Federico Rossano
May 2015 - Present

- Project lead for a study researching children's perception of property: coordinated team logistics for testing, generated team reports, led team meetings, wrote experimental scripts for testing trials
- Awarded \$1,950 scholarship in order to conduct an independent project studying adults' perception on entitlement and property
- Developed research expertise: literature reviews, experimental design, creating & writing experimental materials, ethnography, running experimental trials, data & statistical analysis
- Collected & coded 250+ hours of video data

Editor-in-Chief | The Equilibrium
Jun 2017 - Present

- Led a 15 person team to create and publish a 58-page undergraduate interdisciplinary research journal that is distributed throughout campus
- Primary liaison and point of contact for all internal or external organization outreach: delivered journal updates to advisors & team members, coordinated community info sessions, organized design workshops, addressed research submitter questions & concerns
- Increased journal on-campus and inter-UC campus visibility of the university's first undergraduate research journal by increasing circulation and targeting high foot traffic areas
- Managed & directed the journal design team: divided & assigned design tasks, set & enforced deadlines, led design critiques & discussions

Design Editor | The Equilibrium
Feb 2017 - Jun 2017

- Conducted reader interviews to gain feedback and user perspective to improve journal design and presentation
- Based on user suggestion, integrated improvements on journal design to address reader needs
- Oversaw competitor analysis of current scientific journal designs and pinpointed areas of strength & improvement
- Designed a consistent, coherent, & professional layout for print and electronic publications: captured & edited dynamic photos used throughout the journal, organization business cards distributed at events and conferences

Research Assistant | The Design Lab, Prof. Don Norman
Mar 2017 - Sept 2017

- Developed a multifactor coding scheme that accommodated for high variation within the study variables
- Coded observational data that were analyzed to findings
- Proposed alternative answers and reasons for differential trial results that were integrated into the experimental findings

Education

University of California, San Diego
Sept. 2015 - expected June 2019

B.S. Cognitive Science, Human-Computer
Interaction specialization
Minor: Biology
GPA (major): 3.673

Skills

Research

A/B Testing
Competitive Analysis
Heuristic Evaluation
Amazon Mechanical Turk
Qualtrics Surveys
Ethnography
Experimental Design
Statistical Analysis
Data Modeling

Code

HTML
CSS
Java
C / C++
R

Language

English
Cantonese
Mandarin

Software

Sketch
Microsoft Word, Excel,
Powerpoint
Adobe Photoshop, InDesign,
Illustrator, Lightroom
Terminal

Projects

Comparative Cognition Lab Website
UX Designer & Researcher

- Worked in a team of 3 to conceptualize, develop, prototype, and implement a website intended for students, faculty, and parents
- Conducted user interviews to gauge what people look for on a university lab website
- Wireframed and prototyped website layout
- Generated color theme to reflect type of research conducted in lab
- Tested designs using A/B testing
- Conducted heuristic evaluation of website prototypes & integrated findings into the final design
- Utilized HTML/CSS to implement a customized design to the department required theme