Hazel Leung

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Experience

Research Assistant | Comparative Cognition Lab, Prof. Federico Rossano
May 2016 - 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 the Warren College Undergraduate Research 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 with high level accuracy

Projects

Chore Board | UX Researcher, Designer, & Web Developer
Jan 2018 - April 2018
- Created wireframes and paper prototypes to test application ideas, layouts, and general aesthetic and to find heuristic violations
- Conducted user testing sessions to test application features, user workflows, and find breakdowns that were fixed in the next iteration of the application
- A/B tested core functionality with Google Analytics to test design variations of the application to ensure a human-centered design
- Utilized HTML, CSS, JavaScript, and Node.js to create an aesthetic, fully functional mobile web application

PlanIt | Lead UX Researcher
Jan 2018 - April 2018
- Storyboarded user personas, needs, and scenarios to test design solutions and guide and ground app development
- Designed the user survey to collect data about stakeholder travel habits and behaviors to pinpoint user needs and contextualize app design
- Facilitated paper prototype testing sessions to evaluate application and its effectiveness in addressing the user needs identified from the survey
- Conceived and implemented branding materials that were incorporated in all application materials (prototype screens, summary poster, Kickstarter, promotional video, etc.)

The Equilibrium | Design Editor & Editor-in-Chief
Feb 2017 - Present
- Conducted reader interviews to gain feedback and user perspective to improve journal design and presentation
- Designed a consistent, clean, & professional layout for print and electronic publications: captured & edited dynamic photos used throughout the journal and designed organization business cards distributed at conferences
- Managed & directed the journal design team: divided & assigned design tasks, set & enforced deadlines, led design critiques & discussions

Education

University of California, San Diego
Sept. 2015 - expected June 2019
B.S. Cognitive Science, Human-Computer Interaction specialization

Skills

Design
Storyboarding
Competitive Analysis
Heuristic Evaluation
User Interviews
Wireframing
Survey Design
Prototyping
A/B Testing
User Testing

Research
Ethnography
Behavioral Coding
Experimental Design
Statistical Analysis
Data Modeling
Qualtrics Surveys
Amazon Mechanical Turk

Software
Sketch
Adobe Photoshop, InDesign, Illustrator, Lightroom
Git/Github, Linux/Mac
Microsoft Word, XLS, PPT

Code
HTML
CSS
JavaScript
Java
R

Language
English
Cantonese
Mandarin

Coursework

Interaction Design

Usability & Information Architecture

Interaction Design Startup

Social Computing

Cognitive Design Studio

Data Structures & Object-Oriented Design

Research Methods

Statistical Analysis

Modeling & Data Analysis