

Hai-Dao Le-Nguyen

- Qualitative researcher passionate about XFN collaboration
- Skills: Interviews, surveys, usability testing, concept testing, field research, accessibility testing, customer journey maps

PORTFOLIO

hdlenguyen.github.io

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416-988-1165

EXPERIENCE

Spotify — User Researcher

REMOTE | MAY 2022 - DECEMBER 2023

- Partnered with data science on strategic mixed-methods research, translated findings into actionable recommendations that influenced long-term product direction for ad format contributing 6% of total ad revenue
- Led qualitative research balancing compliance with EU legislation on data privacy with risks to brand reputation across international markets, resulting in culturally appropriate design and content standards
- Spearheaded and executed usability testing with visually impaired users, a first for Spotify Ads R&D, identified accessibility issues which mitigated legal risk and fostered deeper empathy for users with disabilities.

Royal Bank of Canada — Design Researcher Intern

TORONTO, ON | JANUARY - APRIL 2022, JANUARY - APRIL 2021

- Worked with product team to design, execute, disseminate interviews and usability testing which led to key design changes in a customer-facing product
- Scoped and led multi-method exploratory research on online installment payments using surveys, unmoderated and moderated interviews, and stakeholder interviews

University of Toronto Innovation Hub — Design Research Assistant

TORONTO, ON | SEPTEMBER - NOVEMBER 2020, SEPTEMBER 2019 - AUGUST 2020

- Designed and conducted focus groups for first university-wide study of student perceptions of academic integrity
- Conducted surveys and field research, creating actionable weekly research reports to improve classroom efficiency and employee retention

University of Toronto — Research Assistant

REMOTE | SEPTEMBER 2019 - AUGUST 2020

- Analyzed data from nationwide survey on social networks and mobile communication patterns using Python and R as part of NSERC funded project

EDUCATION

University of Toronto — Master of Information (UXD Specialization)

SEPTEMBER 2020 - APRIL 2022

University of Waterloo — BA Honours Philosophy

SEPTEMBER 2014 - APRIL 2019