Helen Phan

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WORK EXPERIENCE

SourcedFact   **February 2024 - Present**
Contract Product & UX Researcher   *Remote*

- Create and maintain a research database and to understand user motivations and needs through qualitative and quantitative research
- Facilitate exploratory user experience (UX) research via usability interviews to uncover user needs and identify UI/UX improvements, aligning with the upcoming product relaunch planned early 2024

Ecobee (Acquired by Generac)   **March 2022 – May 2022**
Contract UX Researcher   *Toronto, ON*

- Evaluate and provide recommendations on user pain points on Smart Security subscriptions via user interviews
- Effectively align a 7 member team including product managers, marketing, and design team to ideate solutions to promote usage in Smart Security subscriptions
- Create & track customer feedback for 4 concurrent beta trials on Alchemer over a 3 month period prior to product launch, resulting in modifications that improved product usability by 15%

OnCall Health (Acquired by Qualifacts)   **January 2020 – April 2021**
Product Manager   *Toronto, ON*

- Created the first Product Manager role at OnCall, introducing an emphasis on on incorporating user feedback into engineering and design decisions
- Streamlined the product development cycle by applying product-based prioritization and agile methodologies, reducing development time by 25% within a year
- Developed and maintained the design research process by creating a research repository including methods for qualitative and quantitative methods, as well as a data respository of 100+ users for ongoing use
- 40% reduction in the time required for customer success interactions by developing self-serve products, resulting in enhancing overall operational efficiency and customer satisfaction
- Conducted mobile UI/UX overhaul by conducting usability tests that informed 20+ bug fixes and major usability improvements that increased mobile usage by 32%
- Presented research findings to marketing, design, sales, engineering and customer success to collaborate and identify opportunities to improve overall product

OnCall Health (Acquired by Qualifacts)   **January 2019 – December 2019**
Customer Success (CS) Manager   *Toronto, ON*

- Third member of CS team, efficiently provided exceptional technical support to customers via Zendesk
- Created monthly marketing campaigns on HubSpot, effectively communicating product updates and features to the customer base and driving engagement
- Created and maintained a comprehensive database in Notion showcasing product knowledge, facilitating internal communication and knowledge-sharing across departments
- Introduced Quality Assurance testing, conducting rigorous testing of new features and updates before customer release, ensuring product stability and functionality

EDUCATION

Western University, MSc. Occupational Therapy
Western University, BSc. Health Sciences

CERTIFICATIONS, SKILLS & INTERESTS

- **Skills:** Informational Interviewing, Stakeholder Management, Product Prioritization, User Research, Usability Testing, Qualitative Analysis, Quantitative Analysis
- **Interests:** Food history, comedy, travel, public transit, reading the entire summary of movies before watching