

Jenna Lee

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Hello. I am a former research psychologist who uses her skills of observation, measurement, and data analysis to help make products easier and more delightful to use.

Education

PhD, University of Washington, Seattle, WA

Social and Personality Psychology, Summer 2009

Thesis: *The situation and the person: A social-cognitive approach to modeling and predicting people's unique patterns of emotional and behavioral responses to complex situations*

BA with highest honors, University of California, Berkeley, CA

Psychology, Spring 2002

Thesis: *The Role of Explicit Fragmentary Knowledge on Artificial Grammar Learning*

Employment

User Experience and Business Analyst

2012-present, Quidsi LLC, Jersey City, NJ

Responsible for supporting data-driven design decisions for each of Quidsi's ten sites (Diapers.com, Soap.com, Wag.com, etc); Queries and analyzes web analytics data to describe user behavior; Designs and analyzes A/B and time series tests; Builds dashboards and reports to communicate trends and insights; Runs ad hoc analyses to solve data mysteries; Uses data to advocate design decisions to stakeholders and leadership.

Design User Researcher

2009-2010, Microsoft (contracted), Redmond, WA

Designed and executed over a dozen studies to improve the usability of entertainment applications for various platforms (e.g., PC, web, Xbox, Xbox-Kinect); Assessed product-agnostic design principles for improving user experience; Authored a widely circulated internal document about how to optimize users' experiences with movie recommendation systems

Usability Engineer

Summer 2003, Microsoft (contracted), Redmond, WA

Designed and executed studies for the Social Computing Group at Microsoft Research

Skills

Research Methods

A/B testing, time series testing, benchmarking, competitive analyses, questionnaire/survey methods, natural user interface testing (for Xbox Kinect), rapid prototype testing, card sorting, heuristic evaluation, site visits, laboratory experiments.

Statistics

Over a decade of experience with R, a statistical programming environment; Very experienced with Google Analytics (I use the GA web interface and I query GA data into R using the GA reporting API); Self-taught intermediate SQL user (I use SQL on an as-needed basis at work. I can ramp up on expertise as necessary); Well-versed in Excel and SPSS; Can effectively communicate complex statistical findings to broad audiences.

Publications

Shoda, Y., Wilson, N., Whitsett, D., Lee, J.J.Y., & Zayas, V. (in press). The Person as a Cognitive-Affective Processing System: From Quantitative Idiography to Cumulative Science. In Cooper, M.L. & Larsen, R.J. (Eds.), *The Handbook of Personality Processes and Individual Differences*. APA.

Zayas, V., Whitsett, D., Lee, J. J., Wilson, N. & Shoda, Y. (2008). From situation assessment to personality: Building a social-cognitive model of a person. In Boyle, G., Matthews, G., & Saklofske, D. (Eds.), *Handbook of Personality Theory and Testing*, Sage Publishers.

Lee, J.J., Wang, J.H., & Shoda, Y. (2007, January). I feel bad about my self when...: Identifying intraindividual relationships between self-evaluation and situational features. Poster presented at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN.

Lee, J.J., & Shoda, Y. (2006, January). Individual Differences in Emotional Ambivalence in Response to Acquaintance Sexual Aggression Scenarios. Poster presented at the 7th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Palm Springs, CA.

Lee, J.J., Zayas, V., & Shoda, Y. (2005, January). Unconscious Processing of Facial Information. Poster presented at the 6th Annual Meeting of the Society for Personality and Social Psychology (SPSP), New Orleans, LA.