JIAORUI JIANG
(jyow-ray)

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Impact-driven researcher focused on pinpointing product-market fit through synthesis of user insights with business and technical contexts; highly effective in driving cross-functional alignment and improving team productivity.

EXPERIENCE

DELL TECHNOLOGIES | Principal User Experience Researcher
Feb. 2019 - Present | Hopkinton, MA

Focused and purposeful research
- Establish applicability and effectiveness of insights by customizing research questions and tailoring insights delivery based on the specific needs behind stakeholder requests
- Provide easily understandable and actionable outputs through synthesis of complex data from market trends, technical domain, business context, institutional knowledge, and user experience research
- Drive cross-functional productivity by focusing research efforts on identifying and addressing critical problem areas within user journeys and internal processes
- Optimize participant selection, interview techniques, and insight analysis in the B2B space through rapid acquisition of knowledge in technical domains such as Cloud Infrastructure, DevOps, and Generative AI

Impact across business units and time horizons
- Ensure effective collaboration between UX and stakeholder organizations by bridging gaps regarding technical context and user needs
- Drive organizational alignment by leading workshops across different business units to streamlining internal processes and improve both online and offline customer experiences
- Prioritize high impact initiatives with the highest business value and user benefit by serving as a strategic partner and trusted advisor to product and engineering teams
- Cultivate a coalition of support for long-term growth and innovation opportunities with key stakeholders and sponsors

ADPLIST | Mentor
Feb 2021 - Present | Boston, MA
- Empower 500+ aspiring UX researchers to identify transferable skills and overcome self-doubt through one-on-one sessions
- Guide 1500+ attendees to identify their strengths and craft persuasive stories about their value through group-mentoring sessions and conference talks
- Pioneer the platform as top 1% of mentors, garnering 200+ positive reviews from mentees who gained fresh perspectives on the UX profession and a revitalized job searching approach

COMMON SENSING | User Experience Intern
Sep. 2018 - Dec. 2018 | Cambridge, MA
- Mitigated the risk of mishandling a diabetes management device through rigorous remote and in-person testing of the out-of-the-box, visual display, and auditory experiences

CITY OF BOSTON | UX Design Fellow
Jun. 2018 - Aug. 2018 | Boston, MA
- Uncovered barriers to navigating Freedom Trail through ethnographic research and intercept interviews
- Improved findability and accessibility to city services by guerilla testing different physical and digital experiences

EDUCATION

MS, HUMAN FACTORS IN INFORMATION DESIGN
Bentley University
Waltham, MA
Graduated with Distinction

BA, PSYCHOLOGY, MARKETING
College of William & Mary
Williamsburg, VA
Summa Cum Laude

SKILLS

RESEARCH CRAFT
Align on scope and key questions
Identify suitable research approach
  Generative | Evaluative
  Quantitative | Qualitative
Uncover gaps in current experience
Triangulate multiple data sources
Derive insights from synthesis

RESEARCH IMPACT
Effective Communication
  Presentation and storytelling
Cross-functional Partnership
  Trust and relationship building
Product & Strategic Direction
  Product-market fit
  Focus on problems to be solved
Organizational Change
  Process enhancement
  Opportunities for innovation

PRESENTATIONS

UXPA Boston Conference, 2024
  "From Self-Doubt to Self-Discovery: Transforming UX Job Search with Your Unique Story"
ADPList Group Mentoring, 2022
  "I'm Not Your Typical Candidate, and That's OK"
ADPList BeMore Festival, 2022
  "The REAL Day in the Life of UX Researchers: Necessary Soft Skills You Weren't Taught."
ADPList Group Mentoring, 2021
  "What Bootcamps Don't Teach You about UX Research"
Dell Quality Connect, 2021
  "The Human Factors of Quality"