LAUREN THAI

EDUCATION

University of California, Berkeley
B.A. Cognitive Science • Graduation: May 2019 • GPA: 3.52
Certification: Human-Centered Design Course Thread

RELEVANT COURSEWORK:
- UI Design & Development
- Data Science for Cognitive Neuroscience
- Computing with Data
- Computational Models of Cognition
- Cognitive Neuroscience
- Perception

CONTACT

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EXPERIENCE

Qooley
Oct 2018 - Present

UX Research Intern
- Gaining qualitative & quantitative data from mixed-methods research by conducting 30+ user interviews & distributing online surveys
- Methods include usability testing for iOS prototype, journey mapping to understand users' travel habits, & persona creation from interview results

UC Berkeley Whitney Lab
Aug 2018 - Present

Research Assistant • Perception & Action Lab
- Building PsychoPy scripts to run user-friendly, interactive experiments with participants in order to study effects of visual & spatial serial dependence
- Handling end-to-end neuroimaging data process: running EEG trials to data preprocessing & analysis

Edpuzzle
May 2018 - Aug 2018

User Research Intern
- Conducted user interviews with 40+ teachers to discover how product was mainly being used in the classroom & explore potential avenues to improve
- Synthesized usage data & interview material to inform product design choices
- Prototyped new user flows to access online PD & to integrate video & story testimonials onto main landing page

UCLA Semel Institute of Neuroscience
May 2016 - Aug 2016

Summer Research Assistant • Alzheimer's Prevention Project
- Managed outreach to potential research participants & administered screening processes
- Headed participant scheduling & administration of basic cognition tasks
- Organized & evaluated comprehensive subject data into intuitive database

PROJECTS

Make Me Blush • Android application [Java]
- Leading user research & testing for team to create app that provides instant recommendations for cosmetic products based on user's unique skin conditions
- Iterating on low-fi prototypes alongside visual designer based on user feedback
- Working with backend engineers to translate the gathered research into a useful platform

INVOLVEMENTS & INTERESTS

Theta Tau Professional Engineering Fraternity, Cognitive Department Peer Advising, swimming, baseball, typography

SKILLS

LANGUAGES:
Python, HTML/CSS, R, Java

TOOLS:
Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Figma, Qualtrics, Microsoft Office Suite, Android Studio

INTERACTION:
Wireframing + protoyping, user interviews & journey mapping, usability testing