LAUREN THAI

UX researcher & lifelong people-person, seeking entry-level opportunity to bring my passion for understanding users.

⌖ Berkeley, CA ☎ (626) 250-5654 ✉ laurenasahthai@gmail.com 🌐 laurenthai.github.io

EDUCATION

UC BERKELEY

Aug 2015 - May 2019

B.A. COGNITIVE SCIENCE

GPA: 3.52

Relevant Coursework: UI Design & Development, User Experience Research, Computational Models of Cognition, Data Science for Cognitive Neuroscience, Perception

EXPERIENCE

QOOLEY

REMOTE, CHICAGO
Sept 2018 - Present

UX RESEARCH INTERN

- Leading user research across 50+ participants via surveys & follow-up interviews
- Reinventing user flow by designing wireframes based on usability testing
- Creating personas, storyboards, and scenarios for early-stage travel startup to best pinpoint & empathize with target users

UC BERKELEY WHITNEY LAB

BERKELEY, CA
Aug 2018 - Present

RESEARCH ASSISTANT, *PERCEPTION & ACTION LAB*

- Developing PsychoPy scripts to run user-friendly experiments to study effects of serial dependence on visual perception
- Independently leading participants through behavioral testing sessions
- Analyzing end-to-end neuroimaging data from EEG trials

EDPUZZLE

SAN FRANCISCO, CA
May 2018 - Aug 2018

USER RESEARCH INTERN

- Discovered important insights through user interviews with 40+ teachers to explore scenarios of product use in different classrooms
- Prototyped user flows to access new teacher-facing courses & to integrate interviewees' testimonials onto main landing page
- Designed marketing materials based on interviews for conferences & media

UCLA SEMEL INST. OF NEUROSCIENCE

LOS ANGELES, CA
May 2016 - Aug 2016

SUMMER RESEARCH ASSISTANT, *ALZHEIMER'S PREVENTION PROJECT*

- Managed outreach to potential research participants & administered intensive screening processes to amass specific subject pool
- Streamlined subject data from paper files to Microsoft Access database

PROJECTS

MAKE ME BLUSH

Oct 2018 - Dec 2018

- Spearheaded user research & testing for team creating Android mobile app that considers user skin conditions to provide cosmetic product recommendations
- Built & iterated on prototypes from user feedback using Figma & AndroidStudio

SKILLS

UX METHODS
TOOLS
LANGUAGES

Usability Testing, Wireframing + UI Prototyping, User Interviews, Personas, Surveys
Adobe CC (InDesign, Photoshop, Illustrator), Figma, Qualtrics, Android Studio
HTML, CSS, Python, Java, R