

LAUREN THAI

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

 Berkeley, CA

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 laurenasathai@gmail.com

 laurenthai.me

EDUCATION

UC BERKELEY

Aug 2015 - May 2019

B.A. COGNITIVE SCIENCE

GPA: 3.55

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

EXPERIENCE

QOOLEY

REMOTE, CHICAGO

Sept 2018 - Dec 2018

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 CENTER FOR BUILT ENVIRON.

BERKELEY, CA

Dec 2018 - Present

WEB DESIGN & DIGITAL COMMUNICATIONS ASSISTANT

- Designing wireframes for website under new CMS & communicating/iterating on layouts with front-end engineer
- Organizing intuitive information architecture for cross-disciplinary research topics, blog posts, event listings, etc.

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

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), Balsamiq, Figma, Qualtrics, AndroidStudio
HTML, CSS, Python, Java, R