

Tan Zhou

UX Researcher

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EDUCATION

M.S. Informatics

University of California, Irvine

09/2019

B.S. Electrical Engineering

University of Electronic Science & Technology of China
University of Michigan

06/2017

SKILLS

Stakeholder Interview
Ethnographic Interview
Participant Observation
Usability Testing

Persona
Journey Mapping
Wireframing
Competitive Analysis
Affinity Mapping
Survey Design

Experiment Design
Data Visualization
Statistical Analysis
A/B Testing
Tree Testing

Technical Support
Active Listening

SOFTWARE

R Studio
GitHub
JIRA/Scrum tool
Survey Monkey
UserTesting/UserZoom
Adobe Creative Suite
Figma
Miro
Google Suite

EXPERIENCE

UX Researcher

08/2020 - Present

Hack for LA, Los Angeles, CA

- Work directly with the executive director to identify underlying problems within the current volunteer onboarding process
- Gather insights through contextual research studies, propose solutions based on the findings, and verify with user testing
- Document my workflow and learnings into guides/templates that provides base for future researchers at Hack for LA to iterate on
- Remotely collaborate with designers, developers and product managers on GitHub Kanban boards, issues, and wikis
- Advocate the importance of UX research from the conceptualization to the deployment of a service or product

User Research Coordinator

07/2020 - 08/2020

Kaiser Permanente, Pasadena, CA

- Supported research projects by creating recruiting screeners, recruiting target participants, configuring UX testing environment, and producing study artifacts
- Organized, scheduled, and coordinated remote User Research activities via emails, Survey Monkeys, Calendly, and phone calls
- Optimized the team's recruiting system by growing in-house user panels and suggesting ways to improve the efficiency of research coordination practices

Consultation Agent

11/2019 - 07/2020

Best Buy, Culver City, CA

- Empathized with clients' technology challenges and provided support for their software, devices, or services
- Collaborated with sales team in achieving business goals and de-escalating clients conflicts with product insights

Research Assistant

03/2019 - 07/2019

UC Irvine, Irvine, CA

- Conducted competitive analysis, surveys, one-on-one interviews and thematic analysis to uncover users' motivations, requirements and usability obstacles
- Summarized and communicated results of quantitative and qualitative analyses with various stakeholders
- Translated research findings into design recommendations to increase website conversion rates
- Designed improved logic and flow of conversational interactions through heuristic analysis, affinity diagram, persona, and storyboards