

Tan Zhou

Senior UX Researcher

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PROFESSIONAL SUMMARY

Senior UX Researcher with 8 years of experience driving mixed-methods research in finance, real estate, and enterprise software. Currently leading research for ClarityFirst, First American's enterprise platform serving over 80,000 users. Skilled at shaping strategy, scaling research, and translating complex workflows into intuitive experiences. Passionate about user-centered design that drives business impact.

CORE SKILLS & EXPERTISE

- **Mixed Methods Research** – Generative + evaluative studies, journey mapping, usability testing, ethnography, surveys, analytics
 - **AI & Emerging Technologies** – Researching AI-first experiences, agentic workflows, and responsible AI practices
 - **Finance & Real Estate Expertise** – Deep knowledge of commercial services, real estate processes, and financial product design
 - **Strategic Influence** – Research roadmapping, executive alignment, defining product success metrics, scaling UX research
 - **Data-Driven Insights** – Behavioral analytics (Pendo, FullStory), statistical analysis, experiment design, triangulating qual + quant
 - **Collaboration & Leadership** – Partnering with cross-functional teams; mentoring junior researchers; driving organizational alignment
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PROFESSIONAL EXPERIENCE

First American, Remote

Senior UX Researcher | Feb 2024 – Present

- Lead research for ClarityFirst, First American's enterprise platform generating millions in revenue and serving 80k+ users, shaping AI-first features that simplify complex commercial real estate workflows.
- Translate in-depth knowledge of finance and real estate processes into actionable insights that strengthen product-market fit and improve adoption across enterprise clients.
- Partner with executives to define product success metrics and influence roadmap priorities and organizational strategy.
- Designed and scaled an intake framework and research operations toolkit, enabling cross-functional teams to self-serve and amplifying the reach of UX research at scale.
- Leveraged Fullstory and Pendo analytics to establish behavioral baselines and measure ROI of design decisions, enabling leadership to prioritize high-impact features.
- Provide peer reviews and facilitate workshops to upskill junior researchers, raising team maturity and advancing research excellence.

UX Researcher | May 2021 – Feb 2024

- Defined scope, recruited participants, selected methods, and executed generative and evaluative studies across multiple enterprise product lines.

- Partnered with Product, Design, Engineering, and Business Analysis to integrate user perspectives throughout the development cycle, from discovery through post-launch.
 - Delivered research insights that directly influenced design and strategy decisions, leading to improved user adoption and efficiency within core enterprise workflows.
 - Presented credible, data-backed findings to stakeholders, driving alignment on product direction and strengthening trust in UX as a strategic function.
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Hack for LA, Los Angeles, CA

UX Research Lead | Aug 2020 – May 2021

- Directed research to improve volunteer onboarding, uncovering process gaps and validating solutions through user testing.
 - Partnered with leadership to implement changes that streamlined onboarding and increased volunteer retention.
 - Created reusable guides and templates that scaled research practices for future Hack for LA tea
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UC Irvine, Irvine, CA

Graduate Student Research Assistant | Dec 2017 – Jul 2019

- Conducted competitive analysis, interviews, and surveys to uncover user motivations and usability barriers, directly informing website redesigns that improved conversion rates.
 - Applied heuristic analysis, affinity mapping, personas, and storyboards to improve conversational interface flows, leading to more intuitive interaction designs.
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EDUCATION

- **M.S. Informatics** | University of California, Irvine | 2019
 - **B.S. Electrical Engineering** | University of Electronic Science & Technology of China | University of Michigan | 2017
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TOOLS & PLATFORMS

- **User Research & Testing:** UserTesting, UserZoom, Maze
- **Analytics & Behavior Tracking:** Pendo, FullStory, Google Analytics
- **Collaboration & Design:** Figma, Miro, Confluence, JIRA
- **Research Ops & Synthesis:** Dovetail, Affinity Mapping, Journey Mapping
- **Quant & Analysis:** SurveyMonkey, R, Python, A/B Testing, Statistical Analysis