TAO WANG

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OBJECTIVES

HCI/Behavior researcher proficient in qualitative and quantitative research methods, experienced in both industry and academic settings, seeking opportunities to empower technologies and products with human-centered insights.

EDUCATION

PhD in ICS (HCI, Accessibility)	University of California, Irvine, USA	**2011 – 2018**
BSc in Computer Science	University of Auckland, New Zealand	**2002 – 2005**

SKILLS AND EXAMPLES

Human subject / human factors research: experiment design, hypothesis testing, statistics (descriptive, inferential), in-person/remote user studies, usability testing, interview, observation, contextual inquiry, survey, log analysis

- Ran 100+ small to medium sample-sized remote moderated & unmoderated studies (e.g., via usertesting.com) to gather feedback on product concepts or designs; delivered insights with quick turnarounds (~1-2 weeks)
- Observed 11 ophthalmologists & assistants over 15 hours to identify opportunities during patient encounters
- Designed experiments to construct spatial audio UI design guidelines: collected 4000+ data points of 18 participants interacting with prototypes; analyzed statistically to discover recognition & interaction patterns
- Published papers in top HCI conferences, including CHI, CSCW, UIST, EuroVis

Prototyping and design: low/high fidelity mockups, wireframing, user-centered design, accessibility

- Utilized fast prototyping tools (e.g., paper prototype, Figma) to produce still/interactive mockups for user studies
- Created user journey maps of the recruiting process based on interviews with 14 stakeholders in various roles

Programming: HTML, CSS, JavaScript, Java, C#, Visual Studio, SQL, R, data visualization (Canvas, d3)

- Implemented complex visualizations using HTML, JavaScript to highlight social interactions in discussions
- Developed web-based surveys from scratch to support unique research needs (e.g., survey flow control, logging)
- Worked on numerous web/Android apps from 2005 to 2011 as a full-time software engineer in New Zealand

MAIN EMPLOYMENT HISTORY

User Experience Researcher, Amazon, Seattle, WA   **2022 – Present**

- Scoped, designed, and conducted user studies that helped shape emerging e-commerce products and bring to market
- Performed data analysis on qualitative and quantitative data to understand user attitude, behaviors, and social context
- Produced deep-dive reports and led cross-functional team discussions to make high impact product decisions
- Evangelized research: educated stakeholders effective research designs, informed PMs/Sales rich customer insights

Researcher, SAP Innovation Center Network, Newport Beach, CA   **2018 – 2022**

- Performed generative research to assess product viability in different domains, including healthcare, enterprise
- Ran in-person/remote evaluative research to provide insights for roadmap planning and product designs
- Organized co-innovation activities with internal and external partners; managed collaboration processes

Graduate Researcher/Teaching Assistant, University of California, Irvine, CA   **2011 – 2018**

- Conducted original research end-to-end: surveyed literature, formed research questions, implemented prototypes and data collection tools; analyzed qualitative/quantitative data; authored conference papers (ASSETS, UIST)
- Delivered lectures and learning activities in classes (40 to 100+ students); managed student project teams

Software Engineer: **Intergen ('05 – '07), Hyro ('07 – '08), Datacom ('08 – '11)**, Auckland, New Zealand

- Developed web/mobile apps in teams or solo; maintained database (MS SQL Server), e.g., scripting, tuning
- Assisted requirement gathering and cost estimates; represented firms and worked independently at client sites