

# Tiffany Wu

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## EXPERIENCE

### UX Intern — Sovos Compliance

June - August 2023 | Remote, US

- Conducted competitive analysis and stakeholder interviews to inform design decisions for tax determination UI; presented design solutions and actionable research insights to the design team and relevant stakeholders.
- Created data grid design system components and assisted with documentation.
- Streamlined unclaimed property and tax reporting software, reducing load time by 33% and increased efficiency of service team workflow.

### Graduate Research Assistant — UT Austin IX Lab

August 2022 - May 2023 | Austin, Texas

- Transcribed and coded 40+ qualitative interviews to understand user beliefs when utilizing different fact-checking interfaces.
- Analyzed quantitative eye-tracking fixation and dwell time data with ANOVA analysis to determine relationship between confirmation bias and news reading time.

### UX Analyst — Plogg

April 2021 - November 2021 | Remote, Canada

- Increased conversion rate by 1% through optimizing ecommerce webstore through usability testing, a/b testing, and google analytics.
- Presented actionable insights and recommendations to cross functional teams and relevant stakeholders which informed design decisions and marketing strategy; created additional \$15,000 sales a month by launching promo of the day campaign.

### Product Designer (Contract) — Terramera

January - April 2021 | Vancouver, Canada

Conducted research with stakeholders to understand user needs and pain points in the controlled environment agriculture space; developed personas and mockups for demos to business partners and research insights which aided in landing a business grant.

### Research Assistant — UBC SPIN Lab

September - December 2020 | Vancouver, Canada

- Conducted thematic analysis with MAXQDA by deductive coding user interviews to understand collaborative haptic learning patterns.
- Analyzed quantitative data to determine correlation between length of use of haptic devices and fundamental physics concept learning.

### UX Researcher — UBC Student Communications UX Lab

May - August 2019 | Vancouver, Canada

Identified pain points of student platforms and presented findings and recommendations to relevant stakeholders which optimized user navigation and information hierarchy.

## CONTACT

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[Portfolio:tiffanywu0313.github.io/UX-Research/](https://tiffanywu0313.github.io/Portfolio:tiffanywu0313.github.io/UX-Research/)

## EDUCATION

### University of Texas at Austin

January 2022 - May 2024

M.S. Information Studies

### University of British Columbia

December 2020

B.Sc. Computer Science

## SKILLS

### UX Research

User Personas, Journey Mapping, Storyboarding, Affinity Diagram, Usability Testing, Competitive Analysis, Surveys, Interviews, Contextual Inquiry, Diary Study, Heuristic Evaluation, A/B Testing, Correlation Analysis, T-test Analysis, ANOVA Analysis, WCAG 2.1 A11y Evaluation, Design Thinking, Information Architecture

### Tools

Figma, Sketch, Framer, ProtoPie, Adobe XD, Illustrator, Photoshop, InDesign, UserTesting, Qualtrics, SurveyMonkey, Dovetail, Dscout, Pendo

### Programming

HTML, CSS, JavaScript, SQL