Shuyue (Chelsea) Zheng

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518-605-9160

UX researcher with over 4 years of experience in E-commerce. Relentlessly connecting products with users using clear communication and insightful research findings. Looking for the next complex challenge.

Research Experience

UX Researcher: USANA Health Science   5/2020 - Present | SLC, UT

Worked on digital products for multi-level marketing and e-commerce. Provided the company with extensive insights through mixed-methods research. Collaborated with cross-functional teams.

• Led and conduct end-to-end research projects across 10+ markets including Asia, Europe, and North America. Uncovered unique user needs and scenarios shaped by diverse cultural and geographical contexts.
• Enhanced product refinement and decision-making through a variety of research methodologies, including moderated and unmoderated testing, surveys, and collaborative design, resulting in a 30% improvement in the efficiency of key features.
• Worked closely with design, development, content team, and product teams to inform product directions and impact business decisions.
• Established a standardized research framework for the company, introducing new methodologies and incorporating stakeholder workshops to improve project alignment and enhance collaboration among teams, leading to increased research efficiency.
• Implemented innovative research techniques such as task-based mental models, user journey mapping, and user panels, significantly boosting research impact and effectiveness within the company workflow.
• Improved the company's UX maturity by educating colleagues across various departments and markets on effective research methods, fostering the culture of user-centered design.

UX Researcher: Cognitive and Immersive System Lab   5/2017 - 5/2019 | Troy, NY

Worked on an interactive and immersive educational gaming system that helps students acquire a new language. Worked with technologies including AR, pitch contour, gesture, and speech recognition.

• Accelerated system development by initiating and conducting competitive research and usability testing on 40 language teaching applications. Successfully identified 3 potential collaborators.
• Uncovered usability issues across various functions through comprehensive usability testing and surveys, leading to a 50% increase in user satisfaction.
• Coordinated requirements among diverse stakeholders, including software developers, art designers, product managers, language teaching experts, students, and researchers, while effectively integrating the AGILE methodology into the development process.

Publication

• "The Rensselaer Mandarin Project—a Cognitive and Immersive Language Learning Environment" D Allen, RR Divekar, J Drozdal, L Balagyozyan, **S Zheng**, Z Song, H Zou, J Tyler, X Mou, R Zhao, H Zhou, J Yue, JO Kephart, H Su. *In AAAI 2019*

Education

Rensselaer Polytechnic Institute (RPI), Troy, NY   May 2019
B.S in Cognitive Science
Main focus: Foundation of HCI Usability, Information Architecture, Research Methods and Statistics

Skills

User Interview (>150 hrs), Survey, Usability Testing, Competitive Analysis, Focus Groups, Card Sorting, Field Study, A/B Testing, Heuristic Evaluation, Cognitive Walkthrough, KLM-GOMS, Mixed Methods, International Research, Strategic Research

Certifications

UX with Specialty recognition in UX Research- Nielsen Norman Group (NNG)   ID: 1049771
IRB certification in Human Subject Research - CITI Program   ID: 23222578