Chelsea Zheng

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UX researcher with long-term perspective and attention to detail. Passionate about connecting a product closely to users with excellent communication and research skills.

Skills

UX Research:
User Interview (>100 hrs)
Field Study
Usability Testing
Persona
Survey
A/B Testing
Cognitive Walkthrough
Heuristic Evaluation
Qualitative Analysis
Quantitative Analysis

Programming
Python (Advanced)
R/SPSS (Advanced)
C++
HTML
JAVA

Design
Sketch
Invision
Balsamiq

Languages
English
Mandarin
French

Certifications

IRB certification on Human Subject Research - CITI Program 6/2017

Responsible Conduct of Research (Social and Behavioral) - CITI Program 6/2017

Affiliations

IBM AI Horizon Network

Education

Rensselaer Polytechnic Institute (RPI)   5/2019 | Troy, NY
B.S in Cognitive Science
Main focus: Foundation of HCI Usability, Cognitive Psychology, Information Architecture

Experience

UX Researcher: USANA Health Science   5/2020 - Present | SLC, UT
Work as a qualitative UX researcher on various internal and external digital products specifically designed for multi-level marketing. Provide the company with extensive insight from a variety of users.
• Plan and conduct user research on digital products that are both customer facing and business facing.
• Improve product usability by conducting moderated and unmoderated testings, competitive analysis, user interviews and heuristic evaluation.
• Deliver research insights and actionable recommendations to cross functional teams and stakeholders.
• Improve task completion rate and reduce user frustration. Provide thorough research to support right business decisions.

UX Researcher: Cognitive and Immersive System Lab   5/2017 - 5/2019 | Troy, NY
Worked on the Immersive Language Learning project, collaborated with and funded by IBM. The working prototype is a highly interactive and immersive game system that helps students acquire a new language. Multiple advanced technologies are used, including AR, pitch contour, gesture and speech recognition.

• Inspired designers and developers, speeded up system development by initiating and conducting competitive research and usability testing on 40 language teaching applications. Identified 3 potential collaborators.
• Identified new user pain points in various functions by conducting and analyzing usability testing and survey with over 50 users.
• Increased user satisfaction by 50% by providing solutions and Lo-Fi prototypes based on identified usability problems.
• Coordinate requirements from software developers, art designers, product managers, language teaching experts, students, and researchers. Incorporated the AGILE cycle into development.

Research Assistant: Behavioral Lab   1/2018 - 5/2018 | Troy, NY
Worked on the Micro Climate Control project. The prototype was developed to help control room temperature by monitoring users' skin temperature and heartbeat.

• Conducted quantitative analysis on usability testing utilize R. Evaluated effectiveness of the system using biometric data, self-reported response, and cognition performance data.
• Presented analysis results and findings to executive leadership and provided recommended solutions to clients.

Project

UX Researcher: Fairy Sichuan Restaurant   1/2020 - Now | Albany, NY
Working on website development and testing to support local small businesses. This freelance project is to help Fairy Sichuan restaurant develop its own website and online ordering platform.
• Led customer research and interview. Developed research plan and discussion guide.

Publication/Posters

• "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*
• "Interaction Challenges in AI Equipped Environments Built to Teach Foreign Languages Through Dialogue and Task-Completion" RR Divekar, J Drozdal, Y Zhou, Z Song, D Allen, R Rouhani, R Zhao, **S Zheng**, L Balagyozyan, H Su. *In DIS 2018*
• "Teaching Mandarin as a Second Language through a Cognitive Immersive Classroom" *6th IBM Cognitive Colloquium*, 2017, Yorktown Heights, NY