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| **Huyen (James) Hoang**  |  |  |  | | --- | --- | --- | | **PROFILE** | | | | 9+ years of experience in user & product focused research roles in agile or startup environments. Experienced in qualitative and quantitative research methods. Collaborates across functions. | | | | **Skills** A/B Testing  Card Sorting  Information Architecture (IA) Contextual Inquiry  Competitive Analysis  Design Thinking  Ethnography  Prototyping  SEO  Statistical Analysis  Survey Design  Usability Testing  Web Analytics  Wireframing | | | | **Tools** Adobe XD  Figma  Google Analytics  HotJar  Maze  Miro | Qualtrics  SPSS  Userberry  UserTesting  UXTweak  Zoom | | **LANGUAGES**Spoken: English, Turkish, VietnameseTech: HTML5 / CSS3, Python, SQL | | | | **Education** **BS Psychology & Biology, 2014**  Portland State University  Honors: Magna Cum Laude, McNair Research Scholars, Phi Kappa Phi | | | | **Certificates** [Google UX Design](https://coursera.org/share/71e6cac95995e4a22b16417306a23040)  [Web Developer Bootcamp](https://www.udemy.com/certificate/UC-WPCCYZ50/) | | | |  | |  | | --- | | **Relevant Experience**UX Researcher | Codelitt 9/2021 – Present • Reports to CDO. Lead UX research from conceptualization to prototype validating.  • Design quantitative and qualitative research approach for client products. Production Manager | PYMNTS.com 9/2020 – 9/2021 • Collaborated across functions with CEO, managing editors and graphic designers to produce, test, iterate, and launch email newsletters.  • Work with web managers to improve content UX and accessibility with closed captions. Owner & Lead UX Researcher | Courier Hacker7/2015 – 8/2021 • Created a job board and career site for delivery workers: developed and maintained content and UX through generative research, journey mapping, usability testing, and SEO.  • Planned and conducted end-to-end UX research projects with varying methodologies including ethnography, field research/contextual inquiry, surveys, and usability testing.  • Developed content strategies from user feedback and coordinated a remote editorial team and international research assistants to create content and digital products.  • Secured marketing partnerships with 7 internet brands, A/B tested partner ad variants.  • Acted as a consultant for seed-stage startups testing hypotheses among early adopters. Product Growth ANalyst | Self by DesigN 2/2015 – 6/2018 • Participated in UX design critiques and tested app prototypes for usability issues.  • Collaborated with CEO, PMs & engineers to iterate an app for product market fit.  • Developed dashboards to monitor acquisition, retention, reviews, and usability KPIs.  • Coordinated digital marketing campaigns for a health and wellness app, Quotiful.  • Increased social media reach by fivefold and grew email list by 12,000 subscribers.  • Acquired 126 new users per week from 2015-2017 on a $0 marketing budget. FIRST Employee | Zeek Bar 7/2014 – 10/2017 • Collaborated with co-founders to plan, develop, test, iterate and launch consumable products and digital experiences for young athletes and parents across web and mobile.  • Researched, developed, and validated user personas through contextual inquiry. • Monitored web traffic KPIs and made recommendations to optimize conversion rate.  • Helped brand pivot from sportswear to nutrition space and launched the first protein bar developed for young athletes in three sports: gymnastics, wrestling, swimming. Research Scientist, R&D | Louisville BIOSCIENCE 4/2012 – 1/2016 • Reported to CSO. Collaborated with post-doc researchers on R&D projects.  • Coordinated research operations to ensured adherence to SOPs, chemical safety protocols and established processes to transition from DNA to protein research.  • Trained four research assistants and coordinated data collection and responsibilities.  • Plan and conducted over 300 wet-lab experiments using DSC and protein assays.  • Analyzed data, synthesized results, and distilled research findings into presentations, and published two peer-review papers leading to patent filings. Research analyst | Portland State University 6/2014 – 7/2015 • Collaborated with project stakeholders to improve usability of websites from user input.  • Developed 30 websites to automate data collection and reporting for a 3-year project.  • Recruited and interviewed research participants and administrated incentives. Research Assistant | Portland State University 9/2013 – 7/2014 • Developed Qualtrics surveys, analyzed data, and prepared reports for stakeholders. Research Assistant | University of Oregon 8/2012 – 4/ 2014 • Conducted participant interviews, administered incentives, and entered data in Access. **Volunteer Work**UX Researcher | Comida for Familias, Inc. 8/2021 – Present • Reports to CEO. Plan and lead UX research of mobile apps for a food tech nonprofit.  • Recruited and conducts remote unmoderated usability tests using UserTesting.com.  • Evangelized UX research cross departments by facilitating virtual workshops via Zoom. | |