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| **Huyen (James) Hoang**

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| **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 TestingCard SortingInformation Architecture (IA) Contextual InquiryCompetitive Analysis Design ThinkingEthnographyPrototypingSEOStatistical Analysis Survey Design Usability TestingWeb AnalyticsWireframing |
| **Tools**Adobe XDFigmaGoogle AnalyticsHotJarMazeMiro | QualtricsSPSSUserberryUserTestingUXTweakZoom |
| **LANGUAGES**Spoken: English, Turkish, VietnameseTech: HTML5 / CSS3, Python, SQL |
| **Education****BS Psychology & Biology, 2014** Portland State UniversityHonors: 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/) |

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| **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. |

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