

## 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	Qualtrics
Figma	SPSS
Google Analytics	Userberry
Hotjar	UserTesting
Maze	UXTweak
Miro	Zoom

### LANGUAGES

Spoken: English, Turkish, Vietnamese  
 Tech: 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  
 Web Developer Bootcamp

### 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 HACKER 7/2015 – 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 ensure 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 administered 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.