

Tan Zhou

UX Researcher

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SKILLS

Stakeholder Interview
Mixed Methods Research
Ethnographic Interview
Survey Design
Journey Mapping
Usability Testing

Persona
Wireframing
Competitive Analysis
Affinity Mapping
Participant Observation

Experiment Design
Data Visualization
Statistical Analysis
A/B Testing
Tree Testing

SOFTWARE

Miro
Dovetail
Maze
R Studio
GitHub
JIRA/Scrum tool
Survey Monkey
UserTesting/UserZoom
Adobe Creative Suite
Figma
Google Suite

EDUCATION

M.S. Informatics 09/2019
University of California, Irvine

B.S. Electrical Engineering 06/2017
University of Electronic Science & Technology of China
University of Michigan

EXPERIENCE

UX Researcher 05/2021 – Present
First American, Remote

- Delivering two research studies monthly: eliciting research needs from stakeholders and independently defining scope, recruiting participants, choosing and executing methods, and sharing findings and recommendations
- Influencing design decisions and product strategies by presenting credible and compelling evidence to stakeholders and tracking research impacts
- Working with cross-functional teams including Product, Design, Business Analysis, and Training to provide user perspectives throughout the entire development cycle of a feature, from discovery to post-launch

UX Research Lead 08/2020 – 05/2021
Hack for LA, Los Angeles, CA

- Worked directly with the executive director to identify underlying problems within the current volunteer onboarding process
- Gathered insights through contextual research studies, proposed solutions based on the findings, and verified with user testing
- Documented my workflow and learnings into guides/templates that provided base for future researchers at Hack for LA to iterate on

User Research Coordinator 07/2020 – 08/2020
Kaiser Permanente, Pasadena, CA

- Supported research projects by creating recruiting screeners, recruiting target participants, configuring UX testing environment, and producing study artifacts
- Organized, scheduled, and coordinated remote User Research activities via emails, Survey Monkeys, Calendly, and phone calls
- Optimized the team's recruiting system by growing in-house user panels and suggesting ways to improve the efficiency of research coordination practices

Graduate Student Research Assistant 12/2017 – 07/2019
UC Irvine, Irvine, CA

- Conducted competitive analysis, surveys, one-on-one interviews and thematic analysis to uncover users' motivations, requirements and usability obstacles
- Summarized and communicated results of quantitative and qualitative analyses with various stakeholders
- Translated research findings into design recommendations to increase website conversion rates
- Designed improved logic and flow of conversational interactions through heuristic analysis, affinity diagram, persona, and storyboards