

Phoebe Tan

User Experience (UX) Researcher | Open for full-time 2022 UX research positions

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EXPERIENCE

AUTODESK, SAN FRANCISCO | May 2021 - Aug 2021

Experience Design Research Intern

- Led and executed mixed methods research using design evaluation, data analysis of 200+ user projects, moderated user interviews, prototype design, concept validation, and usability tests
- Worked and partnered closely with cross-functional senior stakeholders - managers, product owners, software architects, and designers - throughout the end-to-end research process
- Communicated results and illustrated suggestions compellingly and creatively for a new feature, API Groupings, in the Forge Developer Portal that advocates for, and will impact thousands of developer users
- Generated insights that fueled ideation for two future research efforts: *Developer Content Sorting Functionality* and *Machine Learning for User API Recommendations*

ACCENTURE, KUALA LUMPUR | Sept 2019 - Aug 2020

User Experience Researcher

- UX product development in oil and gas, finance, government services, public transportation, and national consumer utilities
- Identified and prioritized research opportunities with collaboration from clients, UX team, and consultants to build a future data learning platform for 48,000 users which advanced to a business proposal
- Recruited and conducted usability tests; synthesized findings, and compiled deliverables presented to clients, UX designers, managers, and developers
- Discovered organizational and individual workflows, and emotional-mental user journeys using journey maps and persona building workshops
- Highlighted accessibility issues (found from design evaluations) resulting in improved design accessibility that impacted 4.6 million users nationwide
- Worked cross-functionally with designers, content strategists, and consultants to create marketing material for business proposals in user reward concepts and online learning platform

PROJECT

GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA | Aug 2020 - Dec 2020

Lead User Experience Researcher

- For a course project, conducted independent research using remote testing, paper prototype testing, iterative prototype testing, concept evaluation, survey design, user behavior trends, competitive analyses, and in-depth user interviews to identify opportunity gaps in vegan dining out experiences
- Led end-to-end research plan utilizing user-centered design process: Discover, Define, Develop, and Deliver

LEADERSHIP AND VOLUNTEER EXPERIENCE

GRADUATE COUNCIL COMMITTEE, ATLANTA | Aug 2021-present

- Representing 113 graduate students; established conversation space on rising Asian Hate during the pandemic; collaborated to generate engagement, personal, and professional development opportunities such as Buddy systems

EDUCATION

Georgia Institute of Technology, Atlanta | 2022

M.S. Human-Computer Interaction (GPA 4.0)

University of California, Los Angeles | 2018

B.A. Psychology (GPA 3.6)

AWARDS

Public Service Department Student Excellence National Scholarship (2020, 2021)

Dean's Honors (2014, 2015)

Malaysia National Merit Scholarship (2012, 2014)

SKILLS

UX research

Usability feedback and tests, Journey maps, User stories, Contextual inquiry, Cultural probes, Co-creating, Concept evaluation, Field research, Persona building, Surveys, In-depth interviews, Semi-structured interviews, UX workshop, R Studio, remote testing

UX research tools

Mural, Miro, Trello, dScout, UserTesting, SimilarWeb, Qualtrics, SurveyMonkey, AirTable

UX Design tools

Figma, InVision, Sketch, Adobe Illustrator, Adobe InDesign, Canva

LANGUAGES

English

Malay

Mandarin