

Andrew Wong

MIXED-METHODS UX RESEARCHER

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Inquisitive UX researcher with talent in assessing user problems and using strategic organization to build UX research roadmaps. Proficiency in analytical, experimental, and user research methodologies. Experience in mental health, psychology, and UX research.

EXPERIENCE

Amazon

🏢 UX Researcher

📅 May 2022 – Mar. 2023

- Increased customer satisfaction ratings of approximately 1,000 employees through co-leading 2 key research projects to improve Amazon associate's performance by utilizing UMUX surveys and JTBD frameworks
- Conducted end-to-end concept tests with over 20 Amazon employees and designed 20+ frames of high fidelity prototypes by collaborating with UX designers, product managers, and UX managers in order to improve employee coaching software UI requirements
- Developed 20+ research materials and workshops for stakeholder education and non-researchers, creating Research 101 courses specifically to guide non-researchers within diverse teams to propel UX maturity

Coursera

🏢 UX Design and Research Certificate

📅 Sep. 2021 – Mar. 2022

- Completed end-to-end capstone project utilizing 2 heuristics evaluations, 3 usability tests involving lo-fi to hi-fi prototypes, and 10 data sets requiring comprehensive qualitative data analysis
- Conducted different heuristic evaluations of Coursera to improve ease of access, specifically error prevention, help and documentation, and user control over airline UI websites while providing over 10 suggestions to help adopt positive changes to the user interface
- Created affinity diagrams of YouTube's searching system with 2 content creator's channels, while also providing 30+ notes containing possible improvement through user navigation/UI inquiries

SKILLS

Craft

Strategic direction and business development
Stakeholder management
Framing and cross-functional storytelling
Organizational level initiatives
Psychological knowledge

Research Methodologies

Usability Testing, Concept Testing, Surveys, Heuristic Evaluations, Storyboarding, Jobs-to-be-Done

Tools

Figma, Qualtrics, Excel, R, MATLAB, CSS

EDUCATION

BA in Psychology

📖 University of California, Berkeley 📅 2018 - 2020

AA-T in Psychology

📖 Mount San Antonio College 📅 2016 - 2018

ACCOLADES

- Amazon User Design and Research Certificate
- Coursera User Design and Research Certificate