Xinjie "Claire" Zou

781-290-6027 | xinjzou@gmail.com | https://www.linkedin.com/in/xinjiezou/ | https://www.xinjiezou.net/

SUMMARY

- Mixed-methods UX researcher with over 4 years of experience across diverse regions and company sizes.
- Fast learner with lateral thinking skills and a strong quantitative background.
- Proven track record of driving product impact through data-driven recommendations and effective stakeholder engagement, resulting in a 15% increase in NPS and a 25% decrease in customer complaints.

UX EXPERIENCE

UX Researcher — AnewVista Community Services   *Jan 2024 - Present*

- Led cross-platform web redesign at a senior education non-profit as the sole UX researcher, collaborating with stakeholders to create a product roadmap and align design priorities with business goals.
- Conducted extensive research, including competitive analysis, card sorting, UX audits, focus groups, and surveys, and developed information architecture and wireframes following WCAG, focusing on SEO optimization, accessibility and usability.
- Analyzed website performance and established a KPIs tracking system using Google Analytics.
- Achieved a 62% increase in returning visitors, a 25% reduction in customer support tickets, and secured more grantors and community partners.

UX Researcher — Tech Fleet   *Oct 2023 - Jan 2024*

- Managed research projects involving competitive analysis, interviews, and usability testing, while applying agile methodology, to design a new family plan feature for a Nigerian insurance comparison app.
- Established a robust project management system by Notion & Slack, boosting communication and productivity.

UX Researcher — OnBelay   *May 2023 - Oct 2023*

- Directed UX and market research for a start-up's climbing partner-finder app to guide product differentiation.
- Leveraged competitor analyses, user personas, in-depth interviews, and Qualtrics surveys to drive product solutions, including segmented user onboarding and a partner-matching feature tailored to climbers' needs, which reduced the churn rate by 3%.

Mixed-method Researcher — CARD Lab, Brandeis University   *Sept 2021 - May 2023*

- Conducted in-depth literature reviews and spearheaded research on life history psychological variables.
- Analyzed research data using statistical analysis in R, including reliability & validity tests, factor analysis, regression, ANOVA, moderation & mediation analysis, and structural equation modeling (SEM).
- Translated intricate data into intuitive visualizations in R, enhancing project understanding.

UX Researcher & Designer — HCI Course Capstone Project   *Sept 2021 - Dec 2021*

- Led 4 generative & evaluative research to develop a 0-to-1 app that helps users find nearby assistance.
- Utilized surveys, interviews, usability testing, and contextual inquiry to understand users and evaluate designs.
- Designed and iterated on prototypes using Figma, ensuring optimal interaction and usability.

UX Research Intern — Xiaomi Technology   *Oct 2020 - Dec 2020*

- Conducted research for Xiaomi's AI voice assistant, addressing research needs across the AI department, and analyzing data from 40,000+ users through benchmark studies, surveys, 50+ interviews, and A/B tests.
- Managed quarterly benchmarking studies, tracking 20 product metrics, resulting in a 15% increase in NPS.
- Directed feature optimization research on Conversational Continuity, pinpointing feature value and improvement opportunities, resulting in a 25% boost in daily active users (DAU).
- Gathered social media user opinions with a web crawler and performed sentiment analysis using Python.
- Delivered comprehensive insights on user churn, acquisition, and pain points, driving strategic product decisions.

SKILLS

Research Methods: User Interview; Usability Testing; Survey Design; Card Sorting; Contextual Inquiry; Competitive Analysis; Benchmarking; Focus group; Statistics (e.g., t-test, correlation, regression, chi-square, ANOVA, SEM)
Tools: Qualtrics; R; SPSS; Google Analytics; Miro; Figma; Optimal Workshop; UserTesting; Notion; SQL; Adobe PR; Python

EDUCATION

Brandeis University   *Waltham, MA*
M.A. in Psychology, GPA 3.83   *Sept 2021 - May 2023*
Relevant Coursework: Human-Computer Interaction; Psychological Statistics; Graduate Research Methods

Central China Normal University   *Wuhan, China*
B.S. in Applied Psychology   *Sept 2016 - Jun 2020*