

Experience

User Research Intern Dcard

Taipei, Taiwan
September 2023 — July 2024

- Collaborated with 7+ cross-functional teams to conduct 60+ user interviews and survey sessions, delivering actionable insights that uncovered market gaps, aligned user needs with product strategies and advanced product optimization.
- Formulated and implemented an ongoing research strategy, standardizing biweekly user interviews that increased user interaction frequency by 200% and democratized user research within the organization.
- Performed international research across Taiwan, Japan, Hong Kong, and Malaysia, designing targeted surveys for diverse demographics and delivering insights to inform region-specific strategies.
- Processed and analyzed over 30K data samples using Excel and Looker Studio, creating detailed visualization reports to guide and support product strategies.

Customer Research Project Manager Stay Hotel

Taichung, Taiwan
January 2023 — July 2023

- Directed a team of 6 students to conduct customer research through a field study and over 10 in-depth interviews, mentoring team members on interview guidelines, survey design, and qualitative insights extraction to ensure high-quality outcomes.
- Coordinated with the CEO to define project goals, establish timelines, and design research methodologies while supervising the team's execution and delivering actionable insights to align with client objectives.
- Liaised with a leading local restaurant to coordinate joint promotional events, enhancing engagement strategies and expanding opportunities for client outreach.

Research Assistant Owl Consulting

Taipei, Taiwan
December 2022 — June 2023

- Assisted in competitive analysis and conducted qualitative and quantitative research for 8 leading Taiwanese brands across industries such as transportation, healthcare, dining, retail, and shopping centers.
- Organized and visualized mixed-method data to evaluate marketing campaign effectiveness and identify user and market needs, uncovering opportunities for innovation.
- Planned social media strategies targeting women and Gen Z by combining market trends with company archives to generate actionable insights. Strengthened brand visibility and engagement, landing a new major client through enhanced social media performance.
- Developed educational materials on qualitative research methods and published 3 articles on an online learning platform to provide practical resources for qualitative research enthusiasts.

Mentoring

Design Thinking Workshop Coach Taipei Youth Development and Family Education Center & National Taiwan University

February 2023 — July 2023

Education

Master of Science in Human-Computer Interaction Design Indiana University Bloomington

August 2024 — June 2026 (expected)

Master of Science in Psychology National Taiwan University

September 2018 — June 2023

Skills

User Research, Information Architecture, Storyboarding, Journey Mapping, Usability Testing
Wireframing, Prototyping, UI Designing, 3D Printing, Product Strategy, Design Thinking, Agile

Tools

Figma, Framer, Adobe Illustrator, Photoshop, InDesign
R, Python, JavaScript, Tableau, Arduino, Microsoft Office