SOPHIA CHANG

Mixed UX Researcher

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Seattle, WA 📍

PROFESSIONAL SUMMARY

Experienced Mixed UX Researcher with a strong background in both qualitative and quantitative research methodologies. Skilled in conducting user interviews, surveys, A/B testing, and analyzing data to drive design decisions that improve user experience. Known for creating actionable insights that balance user needs with business goals.

EDUCATION

Master of Science in Human-Computer Interaction

University of Washington │ 2018

Bachelor of Arts in Cognitive Science

University of California, Berkeley │ 2016

SKILLS

Mixed methods research	Expert
Usability testing	Expert
A/B testing	Expert
Survey design	Expert
Statistical analysis (R, SPSS)	Expert
User interviews	Expert
Journey mapping	Expert
Data synthesis and reporting	Expert
Prototyping	Expert
Information architecture	Expert
Cross-functional collaboration	Expert
Personas development	Expert
Qualitative and quantitative data analysis	Expert
User research tools (UserTesting, Optimal Workshop)	Expert
Dashboard creation (Tableau, Power BI)	Expert

EXPERIENCE

2020 - Now

Senior UX Researcher
CloudTech Innovations / Seattle, WA

- Lead a mixed-methods research study combining A/B testing and user interviews to evaluate new app features, improving satisfaction by 25%.
- Design and administer surveys to a user base of 5,000+ and analyzed responses to identify needs and pain points.
- Work with product managers and designers to prioritize features based on research findings, aligning product strategy with user insights.
- Develop personas and user journey maps using qualitative data and behavioral analytics, improving customer engagement.

2018 - 2020

UX Researcher
User Experience Lab / Seattle, WA

- Conducted usability tests, analyzing user feedback to identify issues and provide actionable insights.
- Performed statistical analysis on quantitative data from user surveys to assess satisfaction and experience.
- Collaborated with cross-functional teams to design research studies that combined qualitative and quantitative approaches to deliver comprehensive findings.
- Assisted in developing a company-wide user research framework, improving consistency and reliability across projects.

2019 - Now

UX Research Volunteer
Design for Good / Seattle, WA

- Assist in conducting user research for non-profit organizations to improve their digital presence and user engagement.
- Lead user interviews and created research reports that helped inform the redesign of a non-profit's website, increasing donations by 30%.