

HUAN DENG

Seeking Full-time UX Research Jobs

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EDUCATION

Georgia Institute of Technology

Atlanta, GA | 2018 - May 2020 (anticipate)

MS in Digital Media, GPA 4.0/4.0

Beijing Foreign Studies University

Beijing, China | 2014 - 2018

BA in Sociology, GPA 3.85/4.0

Visiting student at Columbia University

SKILLS

Research

Competitive Analysis
In-depth Interview
Focus Group
Contextual Inquiry
Cognitive Walkthrough
Diary Studies
Usability Testing
Surveys
A/B Test

Software

Qualtrics
usertesting.com
MySQL
LivingLens
Respondent
Tableau
Asana
Google Suite
Adobe Suite

Presentation

Deck Design
Data Visualization
Video Editing

Design

Service Design
Storyboarding
Prototyping

LEADERSHIP

Beijing LGBT Center

Translation Team Lead

Outstanding Volunteer Award in 2017 & 2018

Bits of Good @ Georgia Tech

Director of Design

Initiate to build a design team to work with student engineers to develop software for local nonprofits

EXPERIENCE

Aug. 2019
Present

Mailchimp | Atlanta, GA

Market Insights Intern

- Designed a foundational survey study to understand customers' preference and attitudes over the integration tools on Mailchimp.com
- Analyzed data in R and presented findings to Partners Team and account managers to give suggestions on future partners and inform future marketing strategies

May 2019
Aug. 2019

Airbnb | San Francisco, CA

Experience Researcher Intern

- Conducted remote usability testing sessions and interviews that informed design direction
- Collected insights from previous research and customer experience tickets to scope a foundational research plan
- Collaborated with cross-functional partners, managed participant recruitment, produced a research report, and presented it to stakeholders

Mar. 2018
June 2018

DongCi Video | Beijing, China

UX Researcher Intern

- Designed a diary study to understand users' behavior pattern and mental model and informed the iteration of the work flow
- Analyzed qualitative research findings and A/B test results for the redesign of the search page, increased the retention rate by 45%

Sep. 2017
Jan. 2018

Kantar Media CIC | Beijing, China

Marketing Researcher Intern

- Produced data visualizations for Nestle products to illustrate consumers' sentiment, engagement and purchase intention, using Excel and Tableau
- Worked with design team to create user flows for Nestle's coffee festival mobile campaign