

Evie Cheng

USER EXPERIENCE RESEARCHER

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EDUCATION

M.S. Human Centered Design & Engineering

University of Washington

EXPECTED JUNE 2021

B.B.A. Information Management

National Taiwan University

JUNE 2016

SKILLS

Field Visits	Competitive Analysis
Contextual Inquiries	Information Architecture
Interviews	Wireframing
Usability Testing	Prototyping
Card Sorts	Interaction Design
Unmoderated Studies	HTML, CSS
Surveys	Python
Heuristic Evaluations	Video Editing

EXPERIENCE

User Experience Researcher

Allen Institute for AI (AI2)

JUL 2020 – PRESENT / SEATTLE, WA

- Lead user research efforts end to end to develop a deep understanding of how scholars use scientific literature at Semantic Scholar.
- Work directly with product managers and designers to identify and prioritize generative and evaluative research opportunities.
- Collect and synthesize user motivations and behaviors through interviews, moderated and unmoderated usability studies, card sorts and surveys.
- Communicate actionable insights to the team to help drive product strategy and inform design decisions.

Experience Research Intern

Airbnb

JUN 2020 – SEP 2020 / SAN FRANCISCO, CA

- Internship deferred until 2021 due to COVID-19.

Graduate Student Researcher

Mozilla, Emerging Technologies

JAN 2020 – MAR 2020 / SEATTLE, WA

- Conducted usability studies to evaluate Firefox Voice's onboarding and first-use experiences on mobile. Reported findings and recommendations to Mozilla.

User Experience Researcher

IBM

JUL 2018 – JUN 2019 / TAIPEI, TAIWAN

- Integrated interviews and usability studies into the design process for enterprise and consumer chatbot and voice applications.
- Collaborated closely with a multidisciplinary team including project managers, system analysts, designers and engineers.
- Facilitated IBM enterprise design thinking workshops.
- Created sketches, wireframes, prototypes and polished interaction and visual designs for a chatbot admin panel.

User Experience Researcher

PEBBO – Experience Research & Design Consultancy

AUG 2016 – JUL 2018 / TAIPEI, TAIWAN

- Worked directly with clients from media and entertainment, manufacturing and financial services industries.
- Conducted qualitative studies such as field visits, contextual inquiries, interviews, focus groups and usability studies to identify market opportunities or evaluate an existing product.
- Delivered visual presentations and written reports to different clients spanning across the organizational hierarchy.
- Organized co-design workshops as part of a social design initiative aiming to address the negative impacts of single-use plastics in Taiwan.

User Experience Design Intern

Dcard – Taiwan's Biggest Social Media Platform

FEB 2015 – SEP 2015 / TAIPEI, TAIWAN

- Performed metrics analysis with Google Analytics to identify areas of improvement in the signup experience. Created user flows, wireframes and visual design specifications.
- Planned and launched an MVP for Japanese users to help expand the business by designing a web landing page and a mobile application.