

# Phoebe Tan

User Experience (UX) Researcher | Open for full-time 2022 UX research positions

+1(470) 301-7265

[ptan43@gatech.edu](mailto:ptan43@gatech.edu)

<https://www.phoebetan.com>

## EXPERIENCE

### AUTODESK, SAN FRANCISCO | May 2021 - Aug 2021

*Experience Design Research Intern*

- Conducted mixed methods research using design evaluation, data analysis of 200+ user projects, moderated user interviews, prototype design, and usability tests
- Worked closely with cross-functional senior stakeholders - managers, product owners, software architects, and designers - throughout the end-to-end research process
- Translated insights to design actions for new feature, API Groupings, in the Forge Developer Portal that will impact thousands of developer users
- Identified business opportunity two future research efforts: *Developer Content Sorting Functionality* and *Machine Learning for User API Recommendations*

### ACCENTURE, KUALA LUMPUR | Sept 2019 - Aug 2020

*User Experience Researcher*

- UX product development in oil and gas, finance, government services, public transportation, and national consumer utilities
- Identified and prioritized research opportunities with collaboration from clients, UX team, and consultants to build a future data learning platform for 48,000 users which advanced to a business proposal
- Recruited and conducted usability tests; synthesized findings, and compiled deliverables presented to clients, UX designers, managers, and developers
- Discovered organizational and individual workflows, and emotional-mental user journeys using journey maps and persona building workshops
- Highlighted accessibility issues (found from design evaluations) resulting in improved design accessibility that impacted 4.6 million users nationwide
- Worked cross-functionally with designers, content strategists, and consultants to create marketing material for business proposals in user reward concepts and online learning platform

## PROJECT

### GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA | Aug 2020 - Dec 2020

*Lead User Experience Researcher*

- For a course project, utilized user behavior trends, competitive analyses, and in-depth user interviews to identify opportunity gap in vegan and vegetarian experiences when dining out
- Led end-to-end research plan utilizing user-centered design process: Discover, Define, Develop, and Deliver. Designed low to high-fidelity wireframes, mock-ups, and final high-fidelity prototype interface (UI) design

## LEADERSHIP AND VOLUNTEER EXPERIENCE

### GRADUATE COUNCIL COMMITTEE, ATLANTA | Aug 2021-present

- Representing 113 graduate students; established conversation space on rising Asian Hate during the pandemic; collaborated to generate engagement, personal, and professional development opportunities such as Buddy systems and Peer Office Hours

## EDUCATION

Georgia Institute of Technology, Atlanta | 2022

**M.S. Human-Computer Interaction** (GPA 4.0)

University of California, Los Angeles | 2018

**B.A. Psychology** (GPA 3.6)

## AWARDS

*Public Service Department Student Excellence National Scholarship* (2020, 2021)

*Dean's Honors* (2014, 2015)

*Malaysia National Merit Scholarship* (2012, 2014)

## SKILLS

### UX research

*Usability feedback and tests, Journey maps, User stories, Contextual inquiry, Cultural probes, Co-creating, Persona building, Surveys, In-depth interviews, Semi-structured interviews, UX workshop, SPSS, R Studio, remote UX research*

### UX research tools

*Mural, Miro, Trello, dScout, UserTesting, SimilarWeb, Qualtrics, SurveyMonkey, AirTable*

### UX Design tools

*Figma, InVision, Sketch, Adobe Illustrator, Adobe InDesign, Canva*

## LANGUAGES

*English*

*Malay*

*Mandarin*