

# Phoebe Tan

UX Researcher & MS-HCI student at Georgia Tech; open for full-time hire in May 2022

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## EXPERIENCE

### GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA | Jan 2021 - Present

*Graduate User Experience Researcher*

- User Experience Researcher in the Everyday Computing Lab (Dr. Mynatt) working on NIH's RADx-UP Covid Testing & Vaccination effort affecting the 3,979,765 population in Georgia
- Conducted user interviews with multilevel senior and expert stakeholders including physicians, institution directors, and community outreach directors related to Covid-19 testing, community outreach, and vaccination processes
- Collaborated closely with team to create and execute surveys, interviews, and heuristic evaluations to identify, measure, and reduce disparities for thousands in underserved communities and the challenges they face in the pandemic

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

*Experience Design Research Intern*

- Led and executed mixed methods research using design evaluation, data analysis of 200+ user projects, moderated user interviews, prototype design, concept validation, and usability tests
- Worked and partnered closely with cross-functional senior stakeholders - managers, product owners, software architects, and designers - throughout the end-to-end research process
- Communicated results and illustrated suggestions compellingly and creatively for a new feature, API Groupings, in the Forge Developer Portal that advocates for and impacts thousands of developers
- Generated insights that fueled ideation for 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

## 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)

## LEADERSHIP & AWARDS

*HCI Graduate Council Chair* (2021 - Present)

*Anita Borg member* (2021-Present)

*Public Service Department Student Excellence National Scholarship* (2020 - Present)

*Dean's Honors* (2014, 2015)

*Malaysia National Merit Scholarship* (2012, 2014-2018)

## SKILLS

### UX research

*Usability feedback and tests, Journey maps, User stories, Contextual inquiry, Concept evaluation, Field research, Persona building, Surveys, In-depth interviews, Semi-structured interviews, UX workshop, R Studio, remote testing, Focus groups*

### UX research tools

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

### UX Design tools

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

## LANGUAGES

*English, Malay, and Mandarin*