ANDREA CHIN

andrealchin@gmail.com | (650) 305-0967 | Seattle, WA
LinkedIn: https://www.linkedin.com/in/andrealchin/ | **Portfolio:** https://andreachin.net

---

STRATEGIC SENIOR USER EXPERIENCE RESEARCHER

Mixed methods UX researcher with record of delivering compelling, actionable design insights and delivering on research roadmaps for bestselling software and hardware products for rapidly evolving B2C and B2B companies. Founded user research practice for McGraw-Hill Education's Digital Platform business unit.

SKILLS

Research Methods: Usability Testing | Remote Research | Surveys | Analytics | Jobs to be Done | Card Sorting
Desirability Testing | Diary Studies | Concept Testing | Participatory Design | Field Interviews | Focus Groups
UX Tools: UserTesting | UserZoom | UserInterviews | dScout | Validately | Qualtrics | SurveyMonkey | Invision

---

WORK EXPERIENCE HIGHLIGHTS

STEALTH FINTECH STARTUP: Seattle, WA   **December 2019 - Present**
User Research Adviser

CAPITAL ONE: Seattle, WA   **May 2018 – September 2019**
Principal User Experience Researcher
Developed and executed on research roadmap for beta financial guidance AI, which launched to 180K customers and drove a 4.5% click-through rate on the CTA and 49% in-app conversion for setting up a savings plan.
- Completed 3-4 design research projects/month through moderated and unmoderated usability studies, surveys, concept tests, contextual inquiries, customer feedback intercepts, and field interviews.
- Led foundational research on how households and variable income workers manage their money, with product and design recommendations incorporated across 2 other business units.

MCGRAW-HILL EDUCATION: Seattle, WA   **February 2016 – May 2018**
User Experience Researcher
Built user research practice as team of 1 for Digital Platform business unit, supporting 13 agile teams in the US and Asia. Completed 4-6 end-to-end studies/month, compared to average of 2-3 by other internal research teams.
- Conducted end-to-end moderated and unmoderated remote usability tests, contextual inquiry, accessibility testing, and surveys to reduce critical usability issues from entering production by 12% YoY.
- Established accessibility usability testing procedures and recruitment pool adopted by 5 additional agile teams to ensure WCAG 2.0 compliance for new mobile and apps upon initial certification submission.

MICROSOFT: Redmond, WA   **November 2014 – April 2015**
Design Researcher (Contract)
Ran end-to-end lab studies and focus groups for Surface devices to identify usability issues and monitor customer experience benchmarks for Surface Pro 4, Surface Book, and Windows 10 launches.
- Developed and analyzed monthly customer surveys to benchmark trends in consumer satisfaction and uncover areas for feature development among new Surface buyers in English-speaking markets.
- Devised recommendations for improving the out of box experience with Surface and Windows 10 enterprise users, which helped lead the Surface Pro 4 into becoming the fastest Surface adopted in enterprise.

AMAZON: Seattle, WA   **May 2014 – November 2014**
User Data Researcher (Contract)
Conducted evaluative and generative studies to generate insights and design recommendations that became the Alexa Voice Design Guide used to develop 10,000+ Alexa skills by internal and external developers.
- Moderated and synthesized insights from task-based lab and in-home studies to benchmark satisfaction and improve voice interactions across different features for the first-generation Alexa and Echo speaker.
- Analyzed device utterance logs, usage data, and customer satisfaction surveys from hundreds of beta users to identify critical usability issues, dialogue interaction flows, and feature requests.

EDUCATION

M.S. Human Centered Design Engineering, Magna Cum Laude
University of Washington, Seattle, WA
M.S. Gerontology, Valedictorian, Summa Cum Laude
University of Southern California, Los Angeles, CA