Andrea Chin

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Strategic Lead User Experience Researcher

UX research lead with 10 years' experience delivering actionable design and product insights for startups and industry leaders in finance, education and Big Tech. First FTE research lead for McGraw-Hill Education's Digital Platform unit and for Achieve. Rated in the top 10% of ADPList mentors in the US.

Skills

Qualitative Methods: Concept Testing, In-Depth Interviews, Journey Mapping, Jobs to be Done, Participatory Design, Contextual Inquiry, Field Studies, Wizard of Oz, Accessibility Usability Testing
Quantitative Methods: Usability Testing, Surveys, A/B/N Testing, Card Sorting, Analytics
Tools: UserTesting, UserZoom, User Interviews, Dovetail, Miro, Qualtrics, SurveyMonkey, Alchemer, Mixpanel

Work Experience Highlights

Achieve (formerly Freedom Financial Network): San Mateo, CA
Senior Staff UX Researcher   **October 2023 - Present**
Staff UX Researcher   **January 2022 - October 2023**

- First FTE UX researcher shaping the company's rebranding for an expanded target audience. Built and executed on a foundational research roadmap for rebrand and launch of new website incorporating five legacy product lines and 2 new mobile apps, saving $3.5 million compared to the previous year in vendor outsourcing.
- Led generative and tactical research for corporate rebrand for five core product areas going from 0 >1 pre to post MVP launch, which led to a 27% average monthly increase in leads pre-qualifying for products and 9x the gross contribution margin compared to all the original brand lead generation sites over the same period.
- As player-coach team lead and interim manager for 10 months for 3 senior UX researchers, built research operations, a research repository, and quarterly research roadmaps while streamlining project intake through templates and documentation, decreasing compliance review and average non-customer study timelines by 33%.

Stealth Fintech Startup: Seattle, WA   **December 2019 – January 2022**
User Research Adviser

- Conducted concept testing and collaborated with product managers and designers to launch a credit card debt management app MVP that demonstrated sufficient product market fit earning $2M in angel investments.
- Identified blockers to product adoption and engagement, providing strategic insights for increasing customer acquisition and engagement by improving UX and marketing copy and building features for long-term usage.

Capital One: Seattle, WA   **May 2018 –September 2019**
Principal User Experience Researcher

- Created and executed on foundational research roadmap for beta financial guidance AI, which launched to 180K customers. Research identified messaging and design improvements that drove 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 earners manage their money, which led to higher LTV and increased share of wallet among joint account holders in Consumer Banking and Credit Card.

McGraw-Hill Education: Seattle, WA   **February 2016 –May 2018**
User Experience Research Lead

- 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 for other business units with 3+ dedicated user researchers and market researchers.
- Conducted end-to-end moderated and unmoderated remote usability tests, contextual inquiry, accessibility testing, and surveys to reduce critical UX issues from entering production by 12% YoY.
- Developed accessibility usability testing program and participant recruitment pool, which led to an increase in WCAG 2.0 AA VPATs awarded on initial submission without requiring additional rounds of accessibility audits.

Education

M.S. Human Centered Design Engineering, Magna Cum Laude   *University of Washington, Seattle, WA*
Specialization in User-Centered Design
M.S. Gerontology, Valedictorian, Summa Cum Laude   *University of Southern California, Los Angeles, CA*
B.A. Psychology, Summa Cum Laude   *University of Southern California, Los Angeles, CA*