JENNIE W. QU-LEE

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WORK EXPERIENCE

Google, *UX Researcher Intern*, Mountain View/San Francisco, CA   *May 2022 – August 2022*
- Pioneered the 1st large-scale (183 participants) remote unmoderated eye-tracking study to quantify YouTube Ads design quality
- Collaborated closely with 4 UX designers across product surfaces, 3 Google AI Research engineers w. internally developed tool
- Built a scalable research protocol for evaluation and iteration & reproducible data analysis and visualization pipelines
- Pinpointed 3 major barriers for broader adaptation of Gazelle tooling system & identified 4 key growth metrics
- Proactively presented 5 uniquely tailored presentations & socialized 2 written reports with novel design evaluation process and actionable product insights

Facebook, *Mixed-Methods UX Researcher Intern*, Menlo Park, CA (remote)   *June 2021 – August 2021*
- Conducted 18 in-depth interviews and oversaw a 3k-particiapnt international survey with third-party vendors, resulting in key insights that finetuned product-market fit and transformed 8 innovative design concepts into 4 concrete product improvements
- Synthesized and presented quantitative survey and qualitative interview results for technical and non-expert audiences
- Developed cross-function partnership & led 4 product discussions as the subject matter expert to socialize research findings
- Generated actionable recommendations for senior leadership and product managers to prioritize investment in future research initiatives and engineer/production efforts

New York University, *Research Scientist*, New York, NY   *September 2018 – October 2023*
   Data/Research Lead
- Mine large scale government and unstructured in-house data (6+GB text data) to extract meaningful patterns and key takeaways
- Actively solicit and incorporate stakeholders', peer reviewers' feedback to align on research project goals throughout execution

   Communicator/Visualization Specialist
- Visualize research findings for clear and concise public and academic communication purposes using R, Python, ArcGIS, & Tableau
- Develop, tailor, and present audience-specific research key insights and methodologies for field experts and the general public
- Craft written and verbal reports appropriate for various outlets (6 academic journals, 2 policy briefings, social media posts)

   Project Manager
- Oversee research collaboration across functions and departments, uphold quality standards throughout research cycles
- Lead a team of 16 undergraduate and 5 graduate students to conduct idea-to-implementation research on eye-tracking and VR

Ziff Davis Media, *Data Analytics Fellow*, New York, NY (remote)   *August 2020 – May 2021, October 2021 – May 2022*
- Led a revenue boost campaign w. leadership, guided editorial, sales teams w. data-driven insights and achieved +12% revenue
- Developed time-series forecasting models for effective cross-function partnership & executive-facing automated dashboards
- Synthesized optimized content strategies for editorial teams using SEO tools, such as Google Analytics, BrightEdge, comScore

University of Delaware, *Lab Manager*, Newark, DE   *September 2016 – August 2018*
- Designed and executed 16 mixed-method projects (remote survey: 6k+, in-person experiment: 1k+, & fMRI: 300+ participants)
- Conducted statistical and descriptive analyses (R, SPSS), visualized results on bias in health care (R, Python) in accessible forms
- Led 6 successful research grant applications ($10k+), presented twice as lead author in national conferences (2 accepted papers)

Smart Kitchen, *Co-Founder*, Shanghai, China   *August 2014-March 2015*
- Designed 3 surveys and 2 observational studies to better understand audience segmentation and boosted sales by 102%
- Led market competitive analysis and supervised mission-focused product design and data-driven marketing practices

EDUCATION

New York University, Ph.D. in Social Psychology, with Quantitative/Statistics minor, New York, NY   2018 – 2023
The University of Chicago, M.A. in Social Sciences, Chicago, IL   2015 – 2016
Fudan University, B.S. in Psychology, Shanghai, China   2011 – 2015

TECHNICAL SKILLS/TRAINING

- Advanced experience with programming: R, Python, SPSS, SQL, ArcGIS Pro, Tableau
- Advanced experience with software: Qualtrics, Google Workspace Suite, Adobe Photoshop & Premiere, Tobii Studio Pro
- Expert in research methods: survey design, a/b testing, log analysis, regression, factor analysis, structural equation modeling, eye-tracking experiment, in-depth structured/unstructured interview, usability testing, concept testing