

Alexandra M. Nguyen

Seeking Full-Time UX Researcher Opportunities 2020

PORTFOLIO

ALEXANDRAMNGUYEN.COM

NGUYEN.ALEXANDRAM@GMAIL.COM

+ 1 (678) 267 - 0416

LINKEDIN.COM/IN/ALEXANDRAMNGUYEN

INDUSTRY EXPERIENCE

Uber | UX Research Intern

San Francisco, CA, May 2019 - Aug 2019

- Promoted universal design and evaluated the drivers' app using interpreters with interviews and cognitive walkthroughs with low-fluent and non-english speaking drivers
- Investigated service design pain points of immigrant drivers with proctored field surveys and observations and provided actionable recommendations to stakeholders

Expanding Branding | Technical Intern

KwaZulu Natal, South Africa, Apr 2016 - Mar 2017

- Aided in UI design for a web application for an in-house marketing management and tracking system for experiential event promotions and in-store promotions

RESEARCH EXPERIENCE

SimTigrate Design Lab | Graduate Research Assistant

Atlanta, GA, Aug 2019 - Present

- Informing design for the Biocontainment Unit at Children's Healthcare of Atlanta by providing design implications, recommendations, and documentation of design decisions based on simulations with participatory design focus groups
- Designing surveys to evaluate the built environment of a research facility for Emory Healthcare to evaluate and aid Mild Cognitive Impairment Fellows

Cognitive Ergonomics Lab | Graduate Research Assistant

Atlanta, GA, Nov 2017 - Sept 2018

- Redesigned and optimized protocol to remove contaminated personal protective equipment for Ebola-trained healthcare workers at Emory Hospital
- Conducted usability testing on performance for removing personal protective equipment with lab simulations using observed errors, think alouds, task analyses, and NASA TLX workload assessments to highlight and predict future errors

INDUSTRY PARTNER PROJECTS

Lead UX Researcher & Designer | MARTA Atlanta Public Transit

- Created a recommendations toolkit: survey redesign, a consumer facing app, and data dashboard that aids MARTA's Research & Analysis Team to effectively collect and relay research insights
- Investigated user pain points with interviews, contextual inquiries, think alouds, participatory design sessions, analyzed artifacts, created empathy maps, and designed low-fidelity wireframes

Lead UX Researcher | The Home Depot

- Designed a voice assistant app that connects the right store associates at the right time for rapid assistance
- Investigated user pain points with interviews and contextual inquiries, evaluated design with focus groups and mixed methods, and analyzed and synthesized findings to provide design parameters and actionable recommendations

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

M.S. Human-Computer Interaction, Psych

Aug 2018 - Expected Graduation Dec 2019

GEORGIA STATE UNIVERSITY

B.S. Psychology, Sociology Minor

Aug 2012 - Dec 2015

+ Honors College, Cum Laude Graduate

SKILLS

UX RESEARCH

Remote/In-Person Interviews

Contextual Inquiry

Task Analysis

Ethnography

Affinity Mapping

Survey Design

Focus Groups

Participatory Design

Think Aloud Protocol

Heuristic Evaluation

Cognitive Walkthrough

A/B Testing

Using Interpreters

UX DESIGN

Personas

Empathy Maps

Storyboarding

Journey Mapping

Wireframing

Data Visualization

TOOLBOX

Qualtrics

Invision

Noldus Observer XT

IBM SPSS

Tableau

Adobe Suite

ORGANIZATIONS

Human Factors & Ergonomics Society

Delta Zeta Sorority

Vice President of Philanthropy