

STEPHANIE DO Qual UX Researcher

stephanieatdo@gmail.com | 408.887.2692

Education

Master of Human Factors & Ergonomics (MS)

Accessibility of Cybersecurity
San Jose State University, 2022

Bachelor of Arts (BA)

Psychology
San Jose State University, 2019

Research Skills

A/B Testing
Brainstorming
Affinity mapping
Card sorting
Cognitive task analysis
Competitive analysis
Concept mapping
Concept testing / evaluations
Contextual inquiry
Customer Journey Mapping
Focus groups
Heuristic evaluation
Literature Reviews
Surveys
Thematic coding
Usability studies
User & stakeholder interviews

Tools

Qualtrics
Microsoft Suite
Google Suite
SPSS
Python
Minitab
Axure
EnjoyHQ
Miro Board
Figma
Otter.ai

Experience

Google - UX Researcher, Contract

Fuchsia

JUN 2022 - APR 2023

- Leading qualitative rapid research projects for teams across Fuchsia
- Supporting and conducting moderated studies (interviews, surveys, brainstorming, stakeholder interviews)
- Conducted key foundational research for different teams and projects (e.g. Performance), generating actionable insights and recommendations to inform roadmap priorities, identified non-critical efforts, and saved developer/UX time & resources

Local Search

OCT 2021 - JUNE 2022

- Systematically conduct rapid research to meet criteria of specific studies for Local Search
- Create kick off meeting guides, research plans and discussion guides (~1 week) for deciding methodologies and finalizing research methods to conduct user tests (concept validation, rapid iterative research, literature reviews, competitive analyses, A/B testing)
- Synthesizing the collected data (video/audio sessions data and participant demographic data) into actionable insights and recommendations in a compelling research report (~1 week)
- Led multi-phase study investigating the relationship of cross-platform travel planning, ultimately informing a x-pa brainstorm workshop

Juniper Networks - Customer Experience Research Intern

MAY 2021 - AUG 2021

- Defined criteria for selection of partners, including analyzing previous research studies and demographic information
- Created a consolidated experience map, allowing for stakeholders to gain context of the process and create compassionate decisions
- Presented updates, findings, and recommendations to stakeholders

Gemify - UX Researcher

MAY 2020 - JUNE 2021

- Designed and facilitated 3 rounds of usability tests, each round consisting a sample of at least 10, and presented findings to the founder, UI developer, UX designer, software engineer and stakeholders
- Collaborated with founder and developers to define business and technical requirements to identify research opportunities for determining product features and user needs
- Led UX research direction to guide the company through stages of product development cycle, creating a product with user-centered designs

San Jose State University (Department of Anthropology) - Graduate Research Assistant

AUG 2020 - DEC 2020

- Administered screener surveys and 10 semi-structured ethnographic interviews
- Conducted original qualitative analyses, such as thematic data analysis, of moderated 1:1 interviews
- Presented research to community of peers and faculty

