

Yaling Zhang

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A UX researcher with seven years of experience, specializing in qualitative research, usability testing, digital anthropology, and contextual inquiry. A strong history of gathering and analyzing target user data to enhance product designs and drive adoption. Adept at interfacing with technical and non-technical teams to evaluate user needs and interactions.

Education

Bachelor of Arts (B.A.) Sociology

Columbia University, New York, NY
June 2016

Key Skills

- Qualitative research
- User-centered design
- Continuous improvement
- Product development
- UX writing

Certifications

- Lean UX and Agile, Nielsen Norman Group, 2019
- Google UX Design Professional, 2017

Professional Experience

UX Researcher

Cadence Workspace Messaging Inc., New York, NY | August 2018
– present

- Plan and execute user research projects throughout all phases of product development for a workspace messenger company with over 10 million users
- Define research questions, conduct comprehensive case studies, analyze user feedback, and deliver findings to UX design, engineering, and product development teams
- Coordinate with cross-functional teams and product stakeholders to implement new designs and features based on user needs, contributing to a 10% increase in satisfaction

UX Researcher

FurnitureSolutions.com, New York, NY | June 2016 – August 2018

- Perform a wide range of user research activities for an e-commerce platform, including case studies, interviews, surveys, and qualitative analysis
- Identify patterns and trends in user feedback, behavior, and pain points and provide recommendations to enhance interface designs and drive conversions