HA TIFFANY YANG

Senior UX Researcher
Los Angeles, CA

CONNECT

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EDUCATION

**Emory University,
Goizueta Business School**
BBA, Strategic Consulting

LEADERSHIP

**Association of Latino
Professionals for America (ALPFA)**
Chapter Vice President, 2016-2017

Emory University
Alumni Interviewer
Student Ambassador

CONTENT CREATOR

@tiffffster on YouTube
Featured in: *UserInterviews,
Humans of User Research,
NCESC, La Grande Orse*
Speaker at: *Japan Research
Conference*

CERTIFICATIONS

IBM, Design Thinking Practitioner

SKILLS

User Interviews | User Personas
Journey Mapping | Competitive Analysis
Information Architecture | User Flow
Usability Testing | Concept Test
A/B Testing | Content Analysis
Usability Testing | Survey |Data Analysis
Sketch | InVision | Adobe XD
Excel | Powerpoint | Tableau Desktop
STATA | IBM Analytics | Adobe Analytics
Google Analytics | Neustar MTA
Project Management
Stakeholder Engagement

ABOUT

With 7 years of experience in applied user research roles in ecommerce, social media, data analytics, enterprise UX, and cloud AI, I bring a strong data-driven perspective and cross-functional collaboration experiences to provide valuable user insights and help answer the "why"s and the "now what"s. I am currently a Senior UX Researcher at Mercari, where I use mixed methods research studies to understand our users' intent, motivations, and behaviors and help identify the gaps in how our products fulfill their needs. On the side, I create long form content on YouTube (@tiffffster) to help broaden perspectives about the field of UXR.

WORK EXPERIENCE

Mercari (July 2021 - Current)
Senior UX Researcher, Shopper Experience
- Spearhead UXR for Shopper Experience products (including search, onboarding, community, buyer engagement) and pitched + led holistic evaluation of app-wide UX (e.g. IA, benchmarking); own research projects that are both extensive, longitudinal foundational studies (e.g. diary study) and scrappy/iterative tests (e.g. concept testing, content testing) from end to end
- Lead strategic research initiatives to build foundational understanding of key user group and democratize UXR across organization; outcomes defined quarterly and annual product strategy; scope quarterly research roadmap with product leaders and UX-led product roadmap as an embedded research lead and primary stakeholder of product strategy development

Google via Synergis **(Feb. 2021 - July 2021)**
Senior UX Researcher, Google Cloud AI
- Support public sector geospatial AI product on Google Cloud AI in their foundational, iterative, and evaluative research efforts to help guide product's design strategy and direction in early product development stages
- Run and support usability tests, concept testing, foundational interviews, and workshops from end to end to help guide product design decisions, while closely collaborating with UXD, PM, and Eng

Best Buy via Digital People **(Jan. 2020 - Feb. 2021)**
Senior UX Researcher, Employee Experience and Strategy
- Lead product researcher for Employee Content Management, Order Create, and Order Manage products on the Employee Experience team
- Facilitated conversations as the Research Lead with Product Managers, Engineers, Business Analysts, and Designers; identified and prioritized research opportunities, planed and conducted qualitative and quantitative researches (primary and secondary) to better understand users' emotions, needs, and pain points while using the digital enterprise products
- Some of the end-to-end research methodologies I have utilized include: User Interviews, Usability Study, Benchmarking Test, Surveys, Concept Testing, Workshops, Card Sort Activity, Time Study, Secondary Data Analysis

The Home Depot (April. 2018 - Jan. 2020)
Content Strategy, Social Media Ads
- Designed, executed, and reported out on A/B tests , multivariate tests , and brand lift studies to understand the effectiveness of target audiences, creatives, KPIs, and optimization strategies
- Managed end-to-end campaigns and researches with annual paid budgets surpassing $20MM, leading KPI identification, strategic audience targeting, creative ideation, execution of studies, optimization, and reporting
- Analyzed behavioral data using .COM, MyDriver, Adobe Analytics, Google Analytics, MTA, Tableau, and raw channel data and translated user data into customer insights and targeting strategy

PlusUp (May. 2017 - April. 2018)
Content Analyst , Social Media Ads
- Analyzed digital market performance of client accounts (Carters, OshKosh, HP, Reebok, and Beyond Yoga) to determine performance trends, optimization opportunities, and potential areas of revenue growth using behavioral web data