

# Kristy Zhang

**Human Scientist**

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## Education

### **Carnegie Mellon University**

Master of Human-Computer Interaction (Dec 2021)

BS in Business Administration,  
Additional Major in Human-Computer Interaction (May 2021)

GPA: 3.81/4.00

## Skills

### **Research**

Interviews

Surveys & Qualtrics

Mixed Methods

Contextual Inquiry

Usability Tests

Think-Aloud

Statistical Analyses & SPSS

Service Blueprints

Journey Maps

Storyboards

### **Design**

Figma

InVision

Adobe InDesign, Illustrator, PS

### **Coding**

HTML

CSS

JavaScript

## Design Research Experience

### **Google, Fitbit (Contract via Magnit)**

UX Research Associate, Dec 2021 - Present

- Lead 15 UXR studies across 12+ product areas that each consisted of prioritizing research questions, designing study plans, moderating research sessions, and presenting reports with findings and recommendations
- Collaborated with 33+ stakeholders across diverse roles including research, design, product management, and software engineering
- Spearheaded usability, concept testing, survey, or foundational research studies every 3 weeks to gain user feedback that efficiently informs and impacts product development processes

### **PA WIC x CMU MHCI Capstone Project**

User Research Co-lead, Feb 2021 - Aug 2021

- Designed and facilitated interviews, think-aloud studies, and a 4-week longitudinal study with 64+ participants total to understand the experiences of caregivers in the program; clients have used the research to inform existing and future services
- Analyzed and synthesized data using affinity diagramming, abductive reasoning, and quantitative analytics that informed design of an SMS chatbot and app interface; conducted think-aloud usability tests on solution to fine-tune user interactions
- Collaborated with management, engineering, and nutritionist teams within client organization to offer a concrete and feasible roadmap to integrate solution into organization

### **Scaffolding Online Peer Support (CMU CoEx HCI Lab)**

Research Assistant, May 2020 - May 2021

- Organized and executed studies on 15 participants and observed their behavior in a simulated online peer support conversation to examine the challenges novice helpers experience when providing online peer support
- Analyzed and coded 7 transcripts in ATLAS.ti using grounded theory to generate themes to inform recommendations for enhanced digital training services for helpers
- Published paper as second author (CSCW 2021) and reviewed 33+ existing papers in literature review

### **CMU Cognitive Development Lab**

Research Assistant, Aug 2018 - May 2021

- Led hands-on data collection investigating how playing an exergame (a video game that combines exercise and cognitive tasks) affects inhibitory control among preschool-aged children
- Created additional study protocols to examine adult interactions and behaviors with the exergame in a VR setting
- Designed a study analyzing how editing representation and diversity in eBooks affects children's reading comprehension