# Kristy Zhang

**Self-motivated storyteller**

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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)

## Skills & Accomplishments

**UX Research**
User Interviews
Concept Evaluations
Usability Tests
Field Studies
Participatory Workshops
Surveys
Statistical Analysis
Journey Maps
Personas
Literature Review

**Tools**
dscout
UserTesting
Miro
Figma / FigJam
Qualtrics
Excel / PowerPoint

**Published Papers**
Scaffolding the Online Peer-support
Experience: Novice Supporters'
Strategies and Challenges, CSCW 2021

## UX Research Experience

**Google Wearables & Health (via Akraya)**
UX Researcher, Dec 2021 - Present
- Sparked the redesign of the Fitbit Sleep information architecture upon discovering that users undervalued the current spotlighted feature; instead, users found greater utility in other existing features. The redesign focused on improving access to the most useful sleep features and providing contextual information to make underutilized features more meaningful
- Improved task success by 40% in navigating a key user journey within the Fitbit app home page. This improvement was achieved by strategically informing the interaction design, specifically focusing on optimizing significant entry points on the home page
- Achieved a 55% improvement in task success for editing and deleting data in the Fitbit menstrual health tracking experience. This progress was made by offering actionable recommendations to enhance clarity in both copy and iconography through collaboration with content and product design teams
- Led the design, execution, analysis, and reporting of 25+ research studies spanning over 15+ Fitbit product areas, employing both generative and evaluative methodologies. Delivered actionable recommendations and insights that significantly influenced successful product launches and shaped product roadmaps
- Collaborated cross-functionally with 33+ stakeholders across UX research, product design, product management, content design, and engineering

**Pennsylvania Special Supplemental Nutrition Program for Women, Infants, and Children (via CMU HCI program)**
Design Research Co-Lead, Feb 2021 - Aug 2021
- Analyzed and synthesized data using thematic analysis, narrative analysis, and quantitative analytics that informed the design of an SMS chatbot and app interface. Conducted think-aloud usability tests on solutions to refine user interactions
- Collaborated with management and engineering to offer a concrete and feasible roadmap to integrate recommended solutions into the organization
- Designed and facilitated interviews, think-aloud studies, and a 4-week longitudinal study with a total of 65+ participants to understand the experiences of program users. Stakeholders leveraged the research to inform both existing and future services and to foster deeper empathy for customers

**CMU Cognitive Development Lab**
Research Assistant, Aug 2018 - May 2021
- Led in-person data collection which revealed that playing an exergame (a video game that combines exercise and cognitive tasks) improves inhibitory control among preschool-aged children