

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
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 PRO Unlimited)

UX Research Associate, Dec 2021 - Present

- Spearheading usability and concept testing research studies every 3 weeks to gain user feedback that informs and impacts product development process
- Leading user research process of holding kickoff meetings with stakeholders, creating study plans, moderating research sessions, and delivering reports/presenting findings from testing
- 6-month contract

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