

Chris H. Kim

User Experience Researcher

Hello! My name is Chris and I'm a well-seasoned researcher with 8+ years of research experience with passion for bringing user data to the forefront of shaping meaningful product experiences. From my humble beginnings as a sociologist, I've become enamored by two things when it comes to research:

- 1.) the process of learning and understanding how people work, what makes them tick, and what their problems are
- 2.) how to extrapolate insights from their attitudes and behaviors to inform "product bets" towards impactful and scalable solutions.

Successful products and services don't appear out of thin air -- it takes rigorous and iterative research, design, and development. At the center of my craft, I aim to drive research that leverages the user's voice to guide design and development to scale the success of any product or service.

Professional Experience

Understood.org | *Senior User Researcher* 10/2023–11/2024 | New York, NY

- Led end-to-end research insights and drove recommendations for Understood's products
- Guided in-depth user interviews, usability testing, ethnographies, and surveys with target audience(s) of Understood products
- Partnered with internal teams of Product managers, UX Designers, Analytics, PMMs, and FE Dev to define research scope and delivered research insights and recommendations to partners through compelling storytelling
- Impacted increased CTRs, CVRs, and CRRs around the Understood app and website
- Facilitated ideation sessions around user problems to shape user stories around product development and designs for A/B tests
- Collaborated on research repositories and drove a culture of insights sharing

Noodle | *Market / UX Researcher* 11/2021–06/2023 | New York, NY

- Pioneered UX research processes as the first employee to conduct UX research for noodle.com: drove end-to-end research around UX/UI design, contributed to product roadmaps, branding/marketing efforts, and insights repositories
- Leveraged user interviews, usability testing, diary studies, and surveys to guide insights and recommendations to improve designs for the Noodle Learning Platform
- Directed end-to-end UX Beta research for the Noodle Learning Platform
- Delivered research insights and recommendations for improving user journeys, user flows, and addressing pain points to increase conversion rates for program websites
- Executed market research: Competitive analyses, website assessments/audits, and market projections, and prepared reports

Cornell University | *Research Technician* 2/2019–9/2021 | Ithaca, NY

- Drove end-to-end research projects on the barriers and best practices around access to parks and green spaces by youth of color living in urban settings
- Led literature search and review of articles pulled from various databases, drove in-depth interviews, built coding schema for analysis, conducted data analysis, executed project deliverables (research presentations and published manuscripts)

Open City Labs | *Research Assistant* 1/2018 - 7/2018 | Ithaca, NY

- Supported research efforts for product development
- Conducted qualitative interviews with local stakeholders to share product goals and assess local market viability
- Evaluated open eligibility requirements to enroll in health/care-related programs using ny.gov databases and prepared data for AI product development

Contact

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Skills

UX Research Methods

- A/B testing
- Card sorting / Tree testing
- Diary studies
- Focus groups
- Heuristic evaluations
- Observation / Ethnography
- Surveys
- Usability test
- User Interviews

UX Software

- Dovetail
- Figma/FigJam
- Glean.ly
- Iterable
- Looker
- Miro
- Qualtrics
- SPSS
- UserTesting.com
- User Interviews

Types of Products

- AI tools/software
- B2B software
- Mobile apps
- Websites

Skills

- FE Coding: *HTML, CSS*
- Generative / evaluative research
- Secondary research
- UI/UX Design: *Prototyping, Wireframes*
- UX Frameworks: *Affinity mapping, Empathy mapping, Journey mapping, Personas, Site maps, User flows, User problem statements, User stories, Value proposition canvas*

Education

Columbia University | 2024

Bootcamp Graduate: Certificate in UX/UI Design

Cornell University | 2021

Certificates in Project Management; Data Analytics

Ithaca College | 2018

B.A Sociology; *Summa Cum Laude*

Languages

English, French, Korean