

Chris H. Kim

UX Researcher

Professional Experience

Noodle | *Market & UX Researcher*

11/2021 - 06/2023 | New York, NY

UX Research:

- Pioneered UX Research and processes as the first employee to conduct UX research for noodle.com: drove end-to-end evaluative and generative research to drive changes around UX/UI design, product roadmap, and marketing/business strategy
- Optimized UX design of noodle.com through qualitative/quantitative research, employing methods including user interviews, surveys, observation/ethnography studies, diary studies, and live/remote usability testing
- Leveraged storytelling to share data, insights, and recommendations to design, product, development, sales, and learning & content teams
- Directed a series of longitudinal UX/QA Beta research tests for Noodle products and created product roadmaps to shape changes around UX/UI design, navigation, and usability
- Communicated research insights and recommendations around user journeys, user flows, and pain points to increase conversion rates for university program websites & microsites

Market Research:

- Drove data collection and analysis around persona research for university programs
- Piloted SEO research to identify competitor landscape for university programs through keyword searches of program names for marketing and branding strategy
- Delivered program vertical reports which included identifying competitive landscapes for university programs and job market projections

Cornell University | *Research Technician*

02/2019 - 09/2021 | Ithaca, NY

- Drove end-to-end research projects on the barriers and best practices to nature engagement by youth of color living in urban settings
- Spearheaded literature search and review of articles pulled from various databases, interviews of community and site leaders, coding schema for analysis, analysis using NVivo (Qualitative data software), project deliverables (research presentations and published manuscripts)

Open City Labs | *Research Assistant*

01/2018 - 07/2018 | Ithaca, NY

- Conducted research for a nonprofit health start-up that seeks to make health and care-related programs more efficient and accessible through AI, Natural Language Understanding
- Evaluated open eligibility requirements to enroll in health/care-related programs using ny.gov databases
- Communicated with local stakeholders to inform them about the product and its goals, and gauged product market viability through qualitative interviews

Contact

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Skills

UX Research Methods

- User interviews
- Usability test
- Observation/ethnography
- Surveys
- Focus groups
- Diary studies
- A/B testing
- Card sorting
- Tree testing
- Concept testing
- Diary studies
- Heuristic evaluations
- UX gamification
- Heat mapping

UX Software

- UserTesting
- Glean.ly
- Figma
- Qualtrics
- NVivo
- SPSS
- Displayr
- Miro
- Maze
- UserZoom

Other software

- Jira
- Monday
- Confluence
- Trello
- Microsoft 365
- Google Suite Tools
- Google Analytics
- SEMrush
- Iterable

Types of Products

- B2B SaaS
- B2C
- Websites/microsites

Education

Columbia University | February 2024
Bootcamp graduate/Certificate:
UX/UI Design

Cornell University | June 2021
Certificates:
Project Management; Data Analytics

Ithaca College | May 2018
B.A Sociology
Summa Cum Laude

Languages

English // Native Proficiency
French // Working Proficiency
Korean // Limited Working Proficiency