

Amy Loo

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UX Researcher & Product Manager

EDUCATION

New York University

Master of Science, Integrated Design & Media
Digital Media Award
Sept 2022 - May 2024, New York

University of California, Berkeley

Bachelor of Arts, Political Science (High Honors)
Davis Projects for Peace Fellow
Aug 2014 - May 2018, California

Udacity Nanodegree Business Analytics
Tableau Desktop Specialist

COURSES

Literature

Theories of Design, Media & Technology
Media Law

Research

Applied UX Research
UX for AI Technologies
Research Methods for Designers
Quantitative Methods for Social Science

Design

Ideation and Prototyping
Creativing Coding & Web Design
Accessibility for Museums

SKILLS

Exploratory & Generative Research

Ethnography
Field Studies
Workshops
Surveys
Interviews
Persona design
Journey mapping
Stakeholder mapping

Validation Research

Accessibility audit
Benchmarking
Heuristic evaluation
A/B Testing (qual)
Experiment design
5 Second Testing
Usability Testing

Data Analysis

Content analysis
Thematic analysis
Affinity Diagramming
Statistical Analysis
Data visualization
SQL/Alteryx/
Tableau/Python

Design Prototype

Figma
HTML/CSS/p5JS
Arduino

Language

Japanese
Mandarin Chinese

WORK EXPERIENCE

UX Research Intern — Storyboarder, a Y-Combinator startup

May 2023 - Aug 2023, New York City

- Pioneered UX research initiative in a 0-1 startup environment, integrating user-centered approach to product development
- Overcame funding and resource limitation with ethnographic research, producing a 100-slide report detailing webcomic landscape, writers' tools, workflows, and pain points
- Conducted competitive analysis on 34 design elements across 7 competitors, and proposed 3 new product features

Design Researcher — What Design Can Do Competition

Jul 2020 - Oct 2020 & May 2022 - Aug 2022, Tokyo

- Compiled a 25-page brief for designers, defining sustainability issues through secondary research and 6 expert interviews, leading to 100+ applications to the competition
- Facilitated remote and onsite ideation workshops with a total of 38 participants, encompassing diverse stakeholder such as designers, sustainability experts, and government officials

Associate Consultant — PwC Japan Deals Advisory

Oct 2018 - Oct 2021, Tokyo

- Collaborated with a team of business analyst and data scientist on a private equity pharmacy retail acquisition (2000+ stores), pioneering the 1st large-scale Tableau dashboard for geospatial financial analysis and business valuation at PwC
- Directed primary data collection efforts for assessing a global e-commerce client's influence on vendor business growth; designed comprehensive survey to supplement high-level economic impact modeling

RESEARCH EXPERIENCE

UX Researcher — Enhancing Learning with AI Tutor

Oct 2023 - present, advisor: Setor Zilevu (Meta UX Researcher)

- Evaluating the learning outcomes of generative AI (GPT-4) of various teaching methods using custom prototypes and evaluating using mixed methods approach

UX Researcher — Improving Navigation in VR Theater

Jan 2023 - Mar 2023, advisor: Setor Zilevu (Meta UX Researcher)

- Identified key navigational challenges in Oregon Shakespeare Festival's bespoke VR environment from 12 usability tests
- Developed 5 detailed actionable recommendations with a VR engineer, with consideration of impact and feasibility

UX Lead & PM — Streamlining Student Navigation

Oct 2022 - Dec 2022, advisor: Professor Benedetta Piantella

- Develop a handbook that guides students to utilize university program resources and facilities
- Orchestrated a full research and design pipeline (secondary research, field studies, touchstone tours, and usability tests) within limited time of 6 weeks