

# Amy Loo

## 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  
Creating 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 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