JOYCE WU

UX Researcher

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512.934.2275

Work Experience

UX Supervisor | United Parcel Service (UPS)

Jul 2023 – Present, Alpharetta

- Developed research plans, conducted workshops with key stakeholders to understand the current user experience, identify issues, and ideate improvements for a supply chain management platform.
- Distilled and analyzed the data, synthesizing 10+ concepts seamlessly integrated into the development roadmap
- Conducted competitive analyses in the industry to identify gaps between our product and competitors, implementing strategies to maintain product excellence.
- Tracked and measured user experience enhancements over time through Adobe Analytics and FullStory, disseminating insights to cross-functional teams.
- The number of customers on the platform has grown 20% since joining the team, which contributed to a significant growth in revenue.

UX/UI Co-Op | United Parcel Service (UPS)

Sep 2022 – Jul 2023, Alpharetta

- Created visual artifacts to improve the communication between the company and the customers.
- Championed UX through impactful storytelling to convey its strategic significance to upper management.

UX Student Researcher | Georgia Tech Research Institute

Jun 2022 – Aug 2022, Smyrna

- Crafted prototypes for 10+ pages on an app-based social media platform, poised to engage over 350,000 users.

Projects

UX Researcher | Georgia Aquarium

Aug 2022 – May 2023

- Led interviews and participatory designs aimed at gaining deeper insights into the emotions of Aquarium visitors.
- Spearheaded usability tests and heuristic evaluation sessions to assess and improve the prototype.

UX Researcher | Conserva

Aug 2021 – Dec 2021

- Leveraged personas and empathy maps to comprehend user needs and pain points, fostering enhanced empathy and communication of these elements within the team.

Education

Georgia Institute of Technology
M.S. Human-Computer Interaction
Graduate Council Member
2021 - 2023, GPA: 4.0/4.0

The University of Texas at Dallas
B.S. Computer Science
Minor in Psychology
2010 - 2013

Skills

Research

Survey Design	Usability Studies
Interviews	Competitive Analysis
Field Studies	Benchmarking
A/B Testing	Ethnographic Research
Scorecards	Participatory Designs
User Modeling	Clickstream Analytics
Personas	Contextual Inquiry
Empathy Maps	Task Analysis
Journey Maps	Affinity Mapping
Focus Groups	Heuristic Evaluation
Card Sorting	Cognitive Walkthrough
Diary Studies	Concept Testing

Design

Prototyping	Visual Design
Wireframes	Mockups
Sketching	Information Architecture
User Flows	Physical Prototyping

Software

Qualtrics	Optimal Workshop
UserTesting	UsabilityHub
Lookback	Figma
Miro / Mural	Adobe Creative Cloud
SPSS	InVision
Hotjar	Adobe Analytics
Dedoose	FullStory
Otter.ai	Power BI

Programming

HTML	Python
JavaScript	R
CSS	SQL