PETRINA CHAN

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952-381-1615

EDUCATION

University of Washington, Seattle
M.S., Human Centered Design & Engineering
Sept 2021 – June 2023

Tufts University
B.S., Biopsychology | Minors: Studio Art; Science, Technology, & Society
Sept 2015 – May 2019
    cum laude, Dean's List

RESEARCH

Experimental design
Generative research
Evaluative research
Interviewing
Ethnography
Mixed methods
Survey design
Qualitative analysis
Inferential statistics
Usability testing
Remote testing
Heuristic evaluation
Experimental psychology
Qualtrics
R
SPSS
MTurk
Storytelling

DESIGN & VISUAL

Adobe Photoshop
Adobe Illustrator
Miro
Figma
Service design
Wireframing
Prototyping
Rapid iterative testing
Digital photography
Blender
Rhinoceros 3D CAD
Illustration
p5.js

UX researcher backed by 6 years of academic research, committed to understanding and enhancing the human experience. Driving empathy, innovation, and connection through interdisciplinary approaches, integrating human-centered design, psychology, anthropology, and cognitive science.

EXPERIENCE

Johnson & Johnson MedTech — UX Researcher (contract)
Seattle, WA | January 2022 - Present
- Designed an AI-driven, cloud-based platform that integrates and enhances data handling and communication in robotic surgery
- Conducted generative research to develop personas, service blueprints, and a comprehensive report, which shaped product concept
- Led UX research initiatives, including stakeholder interviews, contextual inquiry, co-design, and usability testing with medical professionals, ensuring frictionless integration with medical workflows and requirements.

DocuSign — UX Researcher (internship)
Seattle, WA | June 2022 - September 2022
- Led generative and evaluative research to reduce churn and lost sales, resulting in successful launch of a critical reporting feature
- Synthesized data and reported actionable insights to stakeholders, prompting data restructuring for the upcoming release
- Facilitated collaboration with cross-functional teams to understand user needs and encourage open communication, driving holistic solutions

Sliced: Chicago Charcuterie — UX Researcher (contract)
Seattle, WA | January 2022 - March 2022
- Optimized purchasing web flow and checkout efficiency through usability testing, leading to a 7% decline in cart abandonment
- Led foundational market research that increased conversion rate by 377% through understanding core target customers and driving a pivot to sustainable, ethical, and local sourcing

New York University, Lab for the Developing Mind — Laboratory Manager
New York, NY | June 2019 - June 2021
- Led 4+ concurrent studies on geometric and spatial intuitions across age groups, resulting in multiple publications
- Successfully transitioned studies from in-person to remote format
- Managed and trained teams of 10-15 researchers
- Streamlined administrative, technological, and financial workflows

MIT Media Lab (partnership with IBM) — Research Associate
Cambridge, MA | January 2019 - June 2019
- Conducted and published research on mapping human moral reasoning to AI and ML
- Designed and deployed experimental protocols and visual stimuli
- Built statistical models and analyzed findings, presented to major stakeholders

Yale University, Cognition and Development Lab — Research Intern
New Haven, CT | May 2018 – August 2018
- Independently conducted research on childhood object complexity processing
- Summarized data and insights for depart conference and lab meetings
- Managed laboratory website and social media presence

Harvard University, Gilbert Social Psychology Lab — Research Intern
Cambridge, MA | June 2017 – August 2017
- Supported data collection, analysis, and successful publication of groundbreaking research on plausibility and frequency judgements
- Designed and obtained IRB approval for a study on observer impatience