



# Daphne Liang

Design Researcher

daphneliang.com  
 /daphneliang

## EDUCATION

University of Washington  
Master's degree, Human Computer Interaction + Design, 2017-2018

University of Washington  
B.A. International Studies & Japanese Linguistics, 2007-2011

## UX RESEARCH SKILLS

A/B testing  
App/Site maps  
Card sorting  
Cognitive walkthroughs  
Contextual inquiries  
Data visualization  
Diary studies  
Ethnographic studies  
Focus groups  
Heuristic analysis  
Interactive prototypes  
Journey maps  
Semi-structured interviews  
Survey design & analysis  
Usability testing

## OTHER SKILLS

Win/loss analysis  
Project management  
Building & managing agile teams  
Client management  
English (native), Chinese (expert), Japanese (basic), Spanish (3 yrs)

## TOOLS

Axure	Jira
Balsamiq	Keynote
d3.js	Principle
Google Analytics	Qualtrics
HTML5/CSS	Salesforce.com
InVision	Sketch
Illustrator	Tableau

## CERTIFICATIONS

Situational Leadership II  
Miller Heiman Strategic Selling

## NASA Jet Propulsion Laboratory | Graduate UX Researcher

Pasadena, CA / January 2018 - current

Lead user research and concept validation with NASA scientists and engineers to improve the efficiency of uplink operations from 4:1 to 1:1 for the Europa Clipper mission.

## University of Washington | Lead UX Researcher

Seattle, WA / December 2017 - current

UX Researcher Lead for two labs— Information School's Datalab, publication in preparation for submission to CHI '19, and Computer Science & Engineering's ICTD Lab, researching mobile financial technology in Pakistan. Methods: online ethnography, field research, data scraping.

## Freelance | UX Research Consultant

San Francisco, CA / July 2016 - September 2017

Advised clients on full stack research-to-design for responsive web and apps— including user research and insights, interaction design, and usability testing to ship new features.

## Designation Labs | UX Researcher & Designer

Chicago, IL / March 2016 - September 2016

Led user research and user testing, delivered actionable insights to business decision makers, created user flows and low-to-high fidelity prototypes for clients including:

- **AptAmigo:** Redesigned renter's apartment finding experience and created a new apartment tour booking system. Designed a new lead generation workflow for leasing agents.
- **Ember Beauty:** Redefined client's target persona and designed a beta product and mentor matching workflow, including scheduling, rescheduling, and managing preferences.

## Redgate Software | Manager, New Business & UX Research Projects

Pasadena, CA / September 2013 - April 2016

- Led international cross-functional meetings with engineering, product, and customer experience to ensure user needs influenced engineering decisions early in the development of new products; released lock feature in SQL Source Control.
- Spearheaded user and product research, testing and evaluation plans, user journey maps, ROI documentation creation, and established new sales whiteboard metrics and KPIs.
- Hired and developed 16 new hires. The New Biz team was responsible for ~\$900k of monthly AMER revenue and met or exceeded target consistently for 10 quarters.

## Redgate Software | Account Executive, SQL Developer Tools

Pasadena, CA / March 2012 - August 2013

- Redesigned a set of questions to more appropriately qualify developer needs which shortened the customer acquisition cycle from 4 weeks to 2 weeks and increased retention by 10%.
- Led usability studies with database developers to deliver feedback and insights to product managers and engineers to improve SQL Source Control which led to v3 release.
- Exceeded 100k monthly sales quota by 20-30% for 18 months consecutively while maintaining an 85% SAL/win rate. Consistently the top performer on the team.