MIRANDA ZHANG

CONTACT

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EDUCATION

M.A. Social-Organizational Psychology
Columbia University
May 2014, New York

B.A. Psychology
St. John's University
February 2010, New York

UX Research and Design
University of Michigan, Coursera
January 2021

SKILLS

User Interview
Usability Testing
Survey Questionnaire
Contextual Inquiry
Heuristic Evaluation
Persona
Journey Mapping
Focus Groups
Concept Testing
Diary Study
Market Research
Competitive Analysis
Segmentation
Pricing Study
Literature Review
Card Sorting
Statistical Data Analysis
Data Visualization
SQL, Python
Power BI, Tableau

WORK EXPERIENCE

User Experience Researcher
Sumup Inc., New York (Remote)   Jan 2022 - July 2023
- Led research enabled the successful launch of a B2B2C product, securing $3M in commitment from company leadership.
- Prioritized features, informed UX design and validated product launch for seamless migration of 10,000 users, leading to cost savings in user retention and boosting upsells.
- Executed 3 market surveys and 3 product launch studies to de-risk launches and assess product-market fit.
- Conducted 50+ on-site and remote user interviews, moderated usability tests, and executed 70+ unmoderated usability tests to enhance usability and guide UX design decisions.
- Conducted evaluative and generative studies on B2B and B2C financial products, including POS systems, card readers, banking tools, CRM platforms, and mobile apps.

Senior Analyst, HR
Canon Inc., New York   May 2016 - Dec 2021
- Conducted quantitative research and data analysis on employee data from HRIS database to identify trends and address HR challenges.
- Led qualitative research via survey analysis, focus groups, and stakeholder interviews to pinpoint root causes.
- Identified key metrics, created Tableau and PowerBI dashboards, and presented reports to C-level executives.
- Improved design and user experience in data products and deliverables to enhance data accessibility.

Researcher
China House Think Tank, Kenya   Sept 2014 - Aug 2015
- Conducted market-entry analysis, feasibility research, and provided partnership development support for investors.

Consultant, Change Management
United Nations, New York   May 2013 - Sept 2014
- HR system change management project focusing on user testing for smooth transition and user buy-in.
- Defined performance indicators and success metrics for system pilot launch evaluation.
- Created user guide, training materials, and surveys to assess training program impact.

Executive Assistant, Investment Banking
China International Capital Corporation Limited, New York   Aug 2011 - Jan 2013