TONGYI JIN

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SUMMARY

UX Researcher with a quant+qual background in psychology, finance, data science, and HCI, bringing over 3 years of experience in Fintech, GenAI, VR, and healthcare across fast-paced consulting, in-house teams, and startups. Skilled at developing data-driven product strategies with empathy, patience, and storytelling to drive inclusive, impactful solutions that balance business goals with user needs.

EDUCATION

New York University, *MA in Experimental Psychology; GPA: 3.97/4.0* — New York, NY
Relevant Coursework: Human-Computer Interaction, Design Thinking, User Research Design — Jan 2022 – Dec 2023

Hong Kong Polytechnic University (PolyU), *BBA in Accounting; Minor in Applied Mathematics* — Hong Kong
Relevant Coursework: Exploratory Data Analysis and Visualization, Probability and Statistics, — Sep 2016 – May 2020
Programming, SQL and Relational Databases, Market Research

University of Cambridge, *PKP's Summer Programme (Behavioral Economics);* Cambridge, UK — Jun 2018 – Aug 2018

LSE, *Summer Exchange (Investment & Quantitative Financial Analysis)*; London, UK — May 2018 – June 2018

PROFESSIONAL EXPERIENCE

P9 Design – *UX Researcher & Design Strategist (Research Agency)*; New York, NY — Nov 2023 – Present
- Led mixed-methods UX research projects for hardware and software, conducting usability tests, contextual inquiries, diary studies, empathy mapping, and survey analyses for clients like OXO, Honeywell, and Revlon, led to a 2x increase in research requests and optimized time and cost efficiency for streamlined design iteration cycles
- Collaborated with cross-functional teams to align research strategy with business goals that improved product-market fit by 60%; exceeded stakeholder expectations through engaging storytelling and delivering 500+ pages of actionable insights

Ojje – *UX Researcher (AI Startup)*; New York, NY — Jul 2023 – Jan 2024
- Led 30+ usability testing and facilitated 10 rounds of participatory design sessions with stakeholders to optimize AI-generated voice and visual animation, resulting in enhanced parents' trust in AI and implementation of 5 accessibility features across age groups
- Coded and analyzed 60+ behavioral cases of parent-child storyreading interaction and performed ANOVA analysis using R and STATA to optimize visual and audio design, led to 30% increase in retention rates and 20% boost in user adoption

Budgetwise.ai – *UX Researcher (AI Startup)*; New York, NY — May 2023 – Oct 2023
- Translated consumer insights into actionable go-to-market strategies to launch smart-supervision features on personal financial management journey, leading to the development of 3 product prototypes and 1.5k increase in active users
- Conducted 6 concept validation with 30+ users, resulting in 4 improved feature adoption that boost platform engagement
- Utilized SQL and Tableau to conduct in-depth market trends analysis and platform performance metrics, delivering digestible visualization and reports that improved teams' understanding of user behavior and market positioning

Ipsos – *Quantitative Consumer Insights Analyst (Research Agency);* Hong Kong — Oct 2021 – Dec 2021
- Developed and validated personas for 6 luxury retail projects, by analyzing 800+ surveys using advanced statistical modeling with Python and SQL, refined personalized campaigns for a more accurate audience alignment based on early performance metrics
- Reallocated the marketing budget to SEM campaigns using Google Analytics conversion path analysis (first & last-attribution channels and conversion duration), reducing Customer Acquisition Cost (CAS) by 25%

Centre for Innovative Programmes for Adolescents and Families, PolyU – *CX Researcher;* Hong Kong — Jun 2020 – Jul 2021
- Created 6 visualizations reporting in JMP and translated datasets into impactful insights to resonate with non-tech-background partners, and supported stakeholder decision-making with 100+ page digestible report statistical tests
- Facilitated 50+ prioritization exercises incorporating metrics, optimizing UX activities to save 55% in development time, and 60% improvement in course completion rate

RELEVANT PROJECT

New York University CREATE Lab – *Capstone Project*; New York, NY — Jan 2023 – Jan 2024
- Collaborated with Verizon's game design team to plan and execute 15+ A/B tests for sensor-based game interactions and 15+ think-aloud protocols, using MATLAB for advanced data analysis, resulting in 60% increase in VR game playtime and player engagement

SKILLS

Research Methods: In-depth Interview, Usability Testing, Contextual Inquiry, Card Sorting, Competitive Analysis, Concept Testing, Statistical Analysis, Survey Design & Analysis, A/B Testing, Eyetracking, Ethnography, Journey Mapping, Multivariate Testing, Persona Development, Heuristic Analysis, Think Aloud, Benchmarking, Server Log Analysis
Design Skills: Prototyping (low-high fidelity), User Journey Storyboarding, Sketching, Wireframing
Toolkits: R (tidyverse, stats, caret), Python (Numpy, Pandas, Matplotlib, Modeling: Linear Regression, K-means, Tree-Based), SQL (PostgreSQL, MySQL), SPSS, STATA, Google Analytics, Tableau, JMP, Qualtrics, SuveyMonk, UserZoom, UserInterview, UserTesting, Figma, Miro, FigJam, Jira, Confluence, Microsoft Excel (Pivot Table, VLOOKUP, index/match, sumif)
Certifications: NN/g UX Research Certificate, Google UX Design Certificate
Interests: Photography, fine art painting, yoga, fashion content creation, cinematography