

# Rui Zhang, PhD

## Mixed-method User Experience Researcher

☎ (864) 324-3165 | ✉ rui.uxr@gmail.com | **in** rui-uxr | Boulder, CO (Open to relocation) | Lawful Permanent Resident

## Work Experience

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### AI User Researcher

Aug 2023 – Present

University of Colorado Boulder, National Science Foundation AI Institute for Student-AI Teaming

Boulder, CO

- Led end-to-end user research throughout the product development process, from planning and execution to analysis and reporting, to inform the design of trustworthy and reliable AI partners using surveys, usability testing, interviews, and design workshops
- Identified research goals and study design plans through close collaboration with cross-functional teams (e.g., UX designers, software engineers, AI scientists, and education domain experts) as a lead researcher in an adaptive development environment
- Uncovered user needs through a design workshop with stakeholders and interviews with middle school teachers
- Enhanced the usability of an LLM AI partner by collecting user feedback from minors through surveys and usability testing
- Effectively communicated findings with stakeholders through creative deliverables (writing reports, posters, and presentations)

### Human-Centered Researcher

Jan 2019 - May 2023

Clemson University, TRACE Research Group

Clemson, SC

- Led projects using qualitative and quantitative research methods to understand human perceptions and experiences teaming with AI players, engaging 20 to 200+ participants through A/B testing, surveys, and interviews, leading to 15 peer-reviewed publications
- Guided and mentored computer science undergraduate students in developing emerging AI technologies tailored to various researcher needs, successfully implemented in human-AI collaboration projects
- Presented findings using written and verbal communication skills to communicate complex concepts tailored to a diverse audience

### Human Factors and UX Research Intern

Jun 2022 – Aug 2022

Evolution Engineering (Healthcare Consulting Agency)

Boston, MA (Remote)

- Developed all research protocols with stakeholders to assess the safety and usability of medical devices, incorporating three industry standards (e.g., FDA guidance)
- Identified user pain points in a patient medical device by analyzing secondary usability data from 35 neuro users, driving actionable insights for product improvement

### UX Research Intern

Jun 2021 - Aug 2021

CDK Global (Automotive software)

San Jose, CA (Remote)

- Developed a benchmarking best practice using industry standards to enhance the efficiency of creating benchmarking study plans
- Benchmarked the impact of a major release of online booking software on the experience of 700K+ users through log analysis, delivering two data-driven insights for product improvements to product managers and UX designers using a storytelling method
- Advocated for user needs while considering business impact by conducting research in close collaboration with 5 UX researchers, 2 product managers, and 6 UX designers to inform data-driven UX decisions

## Skills

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### Research Skills

Survey Design, Interviews, A/B Testing, Log Analysis, Usability Testing, Statistical Analysis (Regressions, Mixed-effects Modeling, Factor Analysis), Focus Groups, Log Analysis, Design Workshop, User Journey Map, Persona

### Software/Tools

Qualtrics, UserZoom, R, Python, Amplitude (Web Analytics), Tableau, Figma, Matlab, Jira, Miro, Confluence

## Education

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### PhD in Human-Centered Computing

May 2023

Clemson University

Clemson, SC

### MS in Aerospace Engineering (Control Algorithm Design)

Mar 2018

Beijing Institute of Technology

Beijing, China

### BS in Aerospace Engineering

Jun 2015

Beijing Institute of Technology

Beijing, China