

ABOUT ME

I am a mixed-methods researcher who tells stories through creative visual artifacts

I am a user experience designer who drives innovation with data and insights

I am passionate about studying everyday experiences, finding order in chaos and translating insights into actionable design or business decisions

SKILLS

Methods

Quantitative: Surveys, Data Analytics, Usability Testing, IA Testing, A/B Testing

Qualitative: Interviews, Concept Testing, Preference Testing, Usability Studies, Diary Study, Contextual Inquiry, Co-Design workshops

ResearchOps

Stakeholder Management, Recruitment, Screener Surveys, Research Roadmapping, Participant Communication

Deliverables

Personas, Journey Maps, User Stories, Quant Data Viz, Design prototypes

Tools

UserTesting, Qualtrics, Adobe Analytics, Mixpanel, Miro, Dovetail, Airtable, Figma, Adobe Creative Suite, Excel Data Tools

Coding

Python, JAVA

PUBLICATIONS

Z. Li et al., "Co-designing Ethical Supports for Technology Practitioners", 2023 IEEE-ETHICS. [10.1109/ETHICS57328.2023.10155098](https://doi.org/10.1109/ETHICS57328.2023.10155098).

Z. Li et al., "Cross-Cultural UX Pedagogy: A China-US Partnership", 2021 DRS-Learn & Design. [10.21606/drslxd2021.11.170](https://doi.org/10.21606/drslxd2021.11.170).

Gray, C. M., Chivukula, S. S., Carlock T. V., Li, Z., and Duane J., "Scaffolding Ethics-Focused Methods for Practice Resonance", 2023 DIS Conference. [10.1145/3563657.3596111](https://doi.org/10.1145/3563657.3596111)

Gray, C. M., Hasib, A., Li, Z., & Chivukula, S. S., "Using Decisive Constraints to Create Design Methods that Guide Ethical Impact". 2022 Design Studies. [10.1016/j.destud.2022.101097](https://doi.org/10.1016/j.destud.2022.101097)

Chivukula, S. S., Hasib, A., Li, Z., Chen, J., & Gray, C. M., "Identity Claims that Underlie Ethical Awareness and Action". 2021 CHI Conference. [10.1145/3411764.3445375](https://doi.org/10.1145/3411764.3445375)

WORK EXPERIENCE

UX Researcher | Cisco

May. 2023 - Now | Full-time contract via Experis | Remote

- Led mixed-methods research for site IA, content strategy and UI throughout Cisco.com website migration and redesign cycle
- Embedded UX research into the product development cycle by working with cross-functional teams and initiating discovery, generative and evaluative research
- Delivered research insights via visual artifacts including personas, journey maps, quant data visualizations, design prototypes, and case study documentations
- Conducted quant & qual research to evaluate Cisco partner learning content, guiding the decision for partner contract renewal
- Engaged with surveys, interviews, competitive research and market research to determine the performance of Cisco certifications and directions for future updates
- Took charge of research roadmapping, researchops and mentoring UXR intern

UX Research Intern | Cisco

Aug. 2022 - Dec. 2022 | Part-time | Remote

- Derived personas from foundational research studies that improved internal team alignment and guided product feature development for Cisco U.
- Conducted generative and evaluative research for various Cisco U. product features which informed design iterations

UX Research Assistant | UXP2 Lab @ Purdue Uni.

Fall 2022; Fall 2021; Summer 2020 - Spring 2021 | West Lafayette, IN

- Co-authored 5 publications in top design/HCI journal conferences under NSF-funded research on tech design ethics
- Designed and facilitated 6 online and 3 in-person workshops on co-designing ethical design toolkits with tech practitioners to navigate ethical complexities at work
- Created a ethics-focused design method website to encourage tech practitioners incorporate ethics into their work
- Conducted interviews, co-design, contextual inquiries, diary studies, usability studies, etc.. qualitative studies on the topics of design methods, design ethics & dark patterns, and produced 10+ research manuscripts

UX Design Teaching Assistant / Purdue University

Spring 2023; Spring 2022 | West Lafayette, IN

- Gave lectures on design thinking, problem framing and design methods and assessed student design projects

UX Design Intern | Federal Reserve Bank of Atlanta

May 2022 - Aug. 2022 | Atlanta, GA

- Led redesign of the Atlanta Fed website IA and navigation while engaging with stakeholders and external users throughout the process
- Ran UX Design workshops for at-risk high school students to showcase UX career opportunities

EDUCATION

Master of Science in UX Design | Purdue University

Aug. 2021 - May 2023 | GPA: 3.94 / 4.0 | West Lafayette, IN, US

Bachelor of Science in UX Design | Purdue University

Aug. 2018 - May 2021 | Minors in Computer Science & Psychology