Dan He

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Focus: *UX research*

Skills		
	Research	Usability testing, heuristic evaluation, concept testing, survey, interview, eye tracking research, ethnographic study, click test, RITE testing, diary study, competitive analysis, information architecture, tree testing, card sorting, persona, journey map
	Design	Interaction design, wireframe, prototype, design recommendations
	Tools	UserTesting.com, UserZoom, dscout, Qualtrics, MUIQ, Morae, Noldus Viso, Observer XT, Adobe Analysis, Optimal Workshop, Minitab, NVivo, Tobii/SMI/iMotion Eye Tracking Systems, Figma, Axure, Sketch, InVision, PowerPoint, Excel, PHP, MySQL

UX Experience

Meta Austin, TX
Sr. UX Researcher Aug 2022-Jun 2023
- Designed the research roadmap for the team
- Led and executed unmoderated and moderated research, including ads vision design sprint research for Meta Business Suite (The research influenced the product roadmap to select concepts that were estimated to bring $25M or 20% of the product revenue growth in H1 2023)
- Evangelized UX research, promoted research results/recommendations among cross-functional stakeholders, and influenced the long-term product strategy

Expedia Group Austin, TX
UX Researcher Aug 2021-Aug 2022
- Led exploratory research and evaluative research
- Converted research results to actionable product recommendations
- Mentored junior team members

Charles Schwab Austin, TX
UX Researcher via Aquent Oct 2019-Aug 2021
(the only researcher in Creative Center of Charles Schwab)
- Led end-to-end qualitative and quantitative research projects
- Provided research consultation/training for the team

UX Freelancer and Stay-at-home Parent Mar 2016-Sep 2019
- Took classes such as Statistics, Writing, Oral Communication and got A on all of them
- Conducted competitive analysis on data collecting tools

Visa Inc. Austin, TX
Sr. UX Researcher Jun 2013-Feb 2016
- Led user research projects and conducted qualitative analysis

- Created interaction design strategies, wireframes and prototypes
- Analyzed and developed information architecture for websites
- Established Visa's first User Experience Lab
- Initiated Visa internal crowdsourcing testing platform

University of Texas at Austin   Austin, TX
Research Assistant & Teaching Assistant   Aug 2011-May 2013
- Developed research protocols, conducted user studies, analyzed data
- Managed UX Lab and trained students to use UX research software
- Conducted ethnographic study for Emerson Process Management

Hubei Educational Information Development Center   Beijing, China
Web and Project Manager   Apr 2007-Jan 2009
- Co-managed the "open information system" project to make the documents and records of the Ministry of Education of the People's Republic of China more open to the general public, thereby meeting WTO government transparency requirements.
- Ranked first in the annual employee assessment of the center

UX Projects (selected)	• Led ads vision design sprint research for Meta Business Suite • Led mobile usability testing and provided design recommendation for Expedia onboarding photo research • Led survey research on Charles Schwab Thematic Investing project • Led interview research for Schwab Intelligence Portfolio introduction video project • Led eye-tracking usability testing on Visa V.me payment interface
Publications (selected)	• Bias, R.G., Nixon, M., **He, D**., & Kim, H. (2014). Employing a User-centered Design Approach to Improve Operator Interfaces. *IIE Transactions on Occupational Ergonomics and Human Factors*, 2014 (V2, 3-4), 207-214. • Zhang, Y., **He, D.**, & Sang, Y. (2013). Facebook as a Platform for Health Information and Communication: A Case Study of a Diabetes Group. *Journal of Medical System*, *37*(3).
Education	MeasuringU — User Experience Research Certificate, 2020, online Human Factors International — Certified Usability Analyst (CUA), 2014, Austin University of Texas at Austin — Master of Science, Information Studies, 2013, Austin Huazhong University of Science and Technology — Master of Arts, Journalism, 2007, Wuhan Beihang University — Bachelor of Law, 2004, Beijing

I believe every project should start with user research, and it should be a continuous activity through every stage of a product. Helping stakeholders to understand users, select appropriate methods and solve problems is a great passion of mine! I find out research needs, design research protocols, create testing plans, recruit participants, facilitate testing, analyze data, write final reports, provide design recommendations and present them to stakeholders.