Stacy Wang

Sr. UX Researcher

[Portfolio](#) | **Optimized for desktop viewing**

stacystwang@gmail.com

Bilingual- English & Mandarin

U.S Citizen

Research & Software

Research and Analysis

Qualitative methods
Quantitative methods
Experimental designs
Stakeholder and user interviews
Contextual inquiry
Card sorting
Information Architecture
Top task analysis
Journey mapping
Competitive analysis
Industry benchmarking
UX Metric benchmarking

Testing and Evaluation

Usability testing/ Focus groups
A/B testing/ E2E testing
Surveys/ Heatmap/ Treejack

Design and Prototyping

Design thinking workshops
Wireframing/ Prototyping

Software

Qualtrics/ UserTesting/ Hotjar/
UXTweak/ FullStory/ Glassbox/
Optimal Workshop/ Miro/ SQL/
Sketch/ Figma/ Jira/ Asana/
Confluence/ Survey Monkey

Education

University of California Irvine

UX/UI Design & Research| 2018
Marketing| 2012

Feng Chia University, Taiwan

International Business
Administration (B.B.A.)
Bachelor's| 2008- 2012

Work Experience

Sr. UX Researcher | Feb 2024- Present

BanklessDAO, Deep Work Studio (Web3 & Fintech)

- Lead innovative research to boost user engagement in a fast-paced decentralized finance community.
- Drive design consistency and usability enhancements across projects through heuristic analysis, journey mapping, and rapid prototyping.
- Lead UX research initiatives for the complex Gauss ecosystem, which includes an automated crypto trading bot and a crypto token deployer.
- Develop a Telegram survey bot to automate survey collection and create a continuous feedback loop, leading to higher user engagement.

Sr. UX Researcher | **NetApp** (Data infrastructure)| Nov 2021- Dec 2023

- Conducted end-to-end mixed methods research for five product teams, focusing on system health and wellness to enhance user satisfaction.
- Utilized diverse UXR methodologies throughout the product development lifecycle to provide timely insights that shaped the product roadmap.
- Managed cross-functional collaborations with design, engineering, product, marketing, and development teams to identify and prioritize research opportunities in a fast-paced, product-led SaaS environment.
- Applied research prioritization frameworks to navigate ambiguity and translate team objectives into actionable research plans that informed product development and refined organizational strategies.
- Transformed research operations, advocating a culture of democratized research to enhance collaboration and efficiency.

UX Researcher and Strategist | **CitiBank** (Fintech)| Dec 2019- Oct 2021

- Spearheaded 13 competitive analyses in Fintech and traditional banking, providing unique perspectives and advising stakeholders on industry trends.
- Planned and executed 40 independent usability testings and 5 survey studies, focusing on identifying and implementing UX improvements for a unified cross-product experience in financial technology.
- Developed and presented 35 usability synthesis reports, influencing key stakeholder decisions and promoting evidence-based decision-making.
- Facilitated design thinking workshops and ideation sessions to foster collaborative problem-solving and analytical thinking.
- Communicated research findings to diverse audiences, including Designers, UX Writers, Product, Data Scientists, Producers, and Developers through written reports and presentations (Keynote, PPT, and Figma).

UX Researcher & UX Designer | Nov 2018- Nov 2019

UltraLyfe, MATA Inventive, Relation Quest, Soliton Systems (SaaS)

- Established UX research frameworks for various web and mobile applications, enhancing user satisfaction and engagement through tailored research methodologies and design solutions.