

# GRACE PHANG

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## HIGHLIGHTS

- User Experience Researcher and Adjunct Professor with 8 years expertise in qualitative and quantitative user experience research at large companies, academic settings, and startup environments.
- Skilled in usability testing, in-depth interviews, concept testing, in-lab and remote testing, surveys, heuristic reviews, data analysis, design thinking processes, workshop facilitation, and rapid prototyping.
- Awarded 24 Liberty Mutual recognition awards for outstanding strategic product development, research/accessibility trainings, and DEI leadership from VPs, directors, and other stakeholders.

## EXPERIENCE

### **Crunchbase**, *Growth Initiatives, Digital Products*

#### **Senior User Researcher**

05/21 – Present

- Fully plan, scope, execute, and socialize generative and evaluative research for all Crunchbase's growth initiatives. Recently released products include Contacts, New User Onboarding, Recommended Companies, New Buy Flow.
- Manage Crunchbase's user research roadmap across the entire company (6 Scrum teams).
- Ran over 36 research technical interviews for multiple user research roles.
- Scaled research through trainings and share outs to augment impact as the company's only UX researcher. Expanded the team and mentored junior researchers.

### **New York Institute of Technology**, *UX/UI Masters Program*

#### **Head of UX Research, Adjunct Professor**

09/20 – Present

- Built the school's first UX research course with 45 hours of lecture and interactive training.
- Research course selected as one of eight required courses within the Masters program based on exceptional program director feedback and student evaluations.
- Contributed to the program's 4x growth in enrollment.
- Oversee creation of new research courses within the program.

### **Liberty Mutual**, *Digital Experience for Online Accounts, Mobile Apps, Physical Spaces*

#### **Lead User Researcher**

05/17 – 05/21

- Executed user research at all stages of product development for 16 Agile teams, to generate actionable insights about user behavior, needs, and attitudes and drive data-based decision making.
- Conducted research between users and agents for vehicle related scenarios in the physical environment (e.g. accidents, claims, drive-performance tracking apps)
- Led in-field research on a net-new app to take photos of minor claims damages. Resulted in net savings of 3.44 million in 2020, due to decrease in cycle time and call reduction.
- Led iterative mobile and desktop research on the megamenu which impacted major content and design modifications. Performed 50% over plan with a savings of 4.6 million.
- Led foundational research involving interviews and concept tests of a global search feature. Results influenced the agile team to pivot to a new solution which increased site-wide transactions by 14%.
- Created scalable research training programs extended to over 100 stakeholders to prioritize opportunities and increase research rigor. Wrote an internal handbook that is used by >30 teams.

### **Tufts University Spatial Cognition Lab**, *Positioned at Think3d!, an Educational Startup*

#### **Design Researcher (Project Coordinator)**

09/14 – 09/15

- Led research on how elementary school children learn and process 2D and 3D paper models in the physical space. Resulted in statistically significant improvements to math and science performance.
- Designed, edited, and researched 25 prototypes of origami and paper engineering lessons in house.

## Various Roles in Research and Consulting

09/12 – 06/14

Companies include: US Army Engineering Lab (CCREL), Dartmouth IT Services, Bronx Center (BCSM)

- Applied systematic methods to evaluate current processes and test solutions to solve user problems.

## EDUCATION

**M.S. Human Factors in Information Design, Bentley University**, Highest Distinction

**B.A. Anthropology and Neuroscience, Dartmouth College**

## SKILLS

Project scoping      In-lab and remote user research      Participatory Design      Workshop facilitation  
Python, SQL, Tableau      Design thinking, prototyping      Mentoring, hiring      Journey maps, personas  
Data analysis, SPSS

## AWARDS & COMMUNITY ENGAGEMENT

Qualitative Research Consultants Association- Young Professional Grant Winner- **2022**

Conference Speaker: UXPA Boston, A11y Boston, Informa UX Research Insights Summit, QRCA **2019 to 2022**

Meetup Speaker: Ladies That UX, Women Who Code, She Geeks Out, NYC User Researcher Meetup, UXPA Career Fair **2019-2020**

Adobe Blog – Ladies that UX [Featured Researcher Article](#)- **2019**

Human Computer Interaction International- Paper Co-Author- **2019**

Liberty Mutual Peer Recognition Awards for exceptional work related to company values/mission- **2017-2021**