

GRACE PHANG

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HIGHLIGHTS

- User Experience Researcher and Adjunct Professor with 7 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

Liberty Mutual, *Digital Experience for Online Accounts, Mobile Apps (16 Agile Teams)*

User Researcher 05/17 – Present

- Execute user research at all stages of product development to understand user behavior, needs, and attitudes and drive data-based decision making. Research is iteratively conducted until outcomes are met or hypotheses are disproved.
- Led iterative field research on a mobile app for users to submit photos of car damage, resulting in a product that has decreased claims cycle time by 3 days and increased NPS by 25% over controls.
- 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 transactions by 14%.

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

Adjunct Professor 09/20 – Present

- Built the school's first UX research course with 45 hours of lecture and interactive training.
- Selected as one of eight required courses within the Masters program based on exceptional program director feedback and student evaluations.

Fab Hatters, *Online Fashion Business*

Co-Founder, Design Consultant 09/13 – Present

- Redesigned the menu, homepage, gallery, and checkout funnel in 2018 to simplify the user experience for best-selling products, contributing to a 160% increase in yearly revenue.
- Transitioned company from handmade products on Etsy.com to a self-created website, reducing commission fees by 10% and creating partnerships with popular entertainers, brands, and museums.

Various Roles in Research and Consulting 09/12 – 09/16

Companies include: Tufts University Cognition Lab, US Army Engineering Lab (CCREL), Dartmouth IT Services

- 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

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|-----------------------|---------------------------------|-------------------|-------------------------|
| Project scoping | In-lab and remote user research | Data analysis | Workshop facilitation |
| Accessibility reviews | Design thinking, prototyping | Mentoring, hiring | Executive presentations |