LENACHANG

San Francisco, CA

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WORK EXPERIENCE

AVAIL (an Allstate company)
Peer-to-peer car sharing service at airports and downtown locations.

UX Research Lead, Enterprise Systems *March 2021–Present*

- Led 20 internal generative research sessions to sculpt the 2021 product roadmap for Avail's enterprise tooling suite.
- Conducted 50+ remote interviews and 2 field studies to architect the UX for the entire inventory management system, increasing System Usability Scales (SUS) by 14% and reducing time-on-task by 30+ minutes for 7 key operational tasks.
- Launched a UX benchmarking study to measure the UX team's impact across the operations, owner, and borrower products; regularly presented results to leaders to drive decisions.
- Created journey maps and service blueprints to identify key pain points and opportunity areas, influencing strategy discussions for Avail's 2022 company goal prioritization.
- Increased company-wide customer obsession by hosting regular customer insight share-outs to facilitate discussion and awareness.

UX Researcher & Designer, Customer Growth *July 2019–March 2021*

- Led 10 evaluative studies and used learnings to iteratively redesign 8 web-app pages, increasing booking conversion by 385% and reducing CAC by 438%.
- Informed the decision to launch Avail's web-app after conducting 20 user research sessions and prioritizing 50+ experience issues.
- Served as a 'Bar Raiser' for 28 Avail candidate positions to assess applicants' cultural contributions.

CENTER FOR APPLIED BRAIN AND COGNITIVE SCIENCES
Research lab funded by the U.S. Army DEVCOM Soldier Center.

Research Assistant *November 2016–April 2019*

- Researched how augmented reality impacts decision making and navigation strategies and how exercise impacts prefrontal brain activation and emotion regulation.

ENVESTNET | YODLEE
Financial tool that provides insights for individuals to reach their budgeting goals.

User Experience Intern II *July–August 2018*

- Conducted an exploratory research and design project to redesign all data visualizations in 7 financial applications.

User Experience Intern I *May–August 2017*

- Uncovered and prioritized 100+ product bugs and enhancements through usability testing and heuristic evaluations. Conducted focus groups, surveys, and concept testing to inform recommendations.

EDUCATION

Tufts University, School of Engineering
Bachelor of Science in Human Factors, Minor in Studio Art, Summa Cum Laude
2015– 2019, Medford, MA

- Awards: Tau Beta Pi, de Florez Award in Human Engineering, Psi Chi Honors
- Activities: Human Factors and Ergonomics Society, Varsity Soccer, Marathon Team, Food Rescue Volunteer

NN/g UX Certification (3/5 courses completed)
2021–Present, Online

SKILLS

- User Centered Design / Design Thinking
- Research Planning & Design
- Moderated In-Depth Interviews
- Survey Design
- Task Analysis
- Heuristic Evaluation
- Field Studies
- UX Benchmarking
- System Usability Scales
- A/B Testing
- Statistics
- Web Analytics
- Journey Mapping / Service Blueprinting
- Information Architecture
- Wireframing / Prototyping
- Agile Methodologies

TOOLS

- UserZoom
- Qualtrics
- VWO
- Optimizely
- Google Analytics
- Amplitude
- Figma / Sketch
- HTML / CSS
- Jira / Confluence
- EnjoyHQ
- R