

MICHELLE L. NGUYEN



SENIOR UX RESEARCHER II

EDUCATION

Masters in Education

Harvard University
Human Development &
Psychology

Bachelor of Arts

Tufts University
Child Study & Human
Development

SKILLS

1-on-1 Interviews | Market research | Ethnography | Participatory
Observations | Contextual Inquiry | Usability Testing | Tree Testing
Card Sorting | First-click Testing | Survey Design | Statistics (STATA) |
Social Network Analysis | Randomized Control Trials | Product/Usability
Measurement Design | Product Analytics

INTERESTS

Equitable Research | Trauma-informed Research | Humanity-centered
Design | Diversity & Inclusion | Community Building | Mentorship

EXPERIENCE

10 years of experience in industry & academic research

HUBSPOT

Senior UX Researcher II (June 2023 - Present)

Lead design & implementation of global navigation measurement program

Conduct quantitative, comparative unmoderated usability study on global navigation prototype designs across key persona segments; delivering directional insights on proceeding with fundamental design changes

Research Lead (April 2022 - May 2023)

Created research roadmap in partnership with Product, Engineering, and UX Product Group Leadership to inform 2023 and 2025+ product strategy, product team resourcing, & org structure; evangelized key insights from research roadmap to product group and across the company

Hired, managed, and coached team of 4 mid-level & senior researchers

Led UX department-wide survey, analysis, and report on internal Diversity & Inclusion perception & impact, in deep collaboration with HR & VP of UX

Senior UX Researcher I (July 2021 - March 2022)

Led cross-product line usability benchmarking efforts to measure integration user experience across multiple user segments and product lines

Conducted exploratory research into new integration opportunity and potential customer segments & competitors to understand opportunities and market fit; created user flow charts & business data flow diagrams to illustrate key areas of opportunity (prioritized by feasibility & product fit), informing 3 year product integration roadmap

UX Researcher (May 2020 - June 2021)

Led strategic persona research, content understandability, iterative concept testing, & usability research for new product line, Operations Hub, successfully launched in April 2021

VIRGIN PULSE

UX Researcher (October 2018 - April 2020)

Led, managed, and supported 14 Product teams with discovery research, prototyping, and validation projects, informing launch of 3 successful features

Increased user research activity across Product team by 813% in 2019 through leading cross-team initiatives, scaling processes, and iteratively creating and improvement team's first formal tools and systems

Mentored and trained growing team of 15 UX designers foundational research skill sets, including question formation, script writing, & moderating usability tests

BOSTON CHILDREN'S MUSEUM

Evaluation & Research Manager (July 2018 - September 2018)

Evaluation Associate (July 2017 - June 2018)

Designed and implemented 15+ front-end, formative, and summative evaluation frameworks, research methods, and instruments for audience research, and measurement & validation of exhibit projects, and events & programs

ACADEMIC RESEARCH

Out of Eden Learn | Project Zero at Harvard University

Graduate Research Assistant (September 2016 – July 2017)

Qualitative codebook development of 22,000+ online users in online learning platform promoting cross-cultural exchange

Positive Coaching Alliance | Bechtel Study at Tufts University

Research Assistant (May 2016 – August 2016)

Randomized control trial w/ control, pre-intervention, & post-intervention video & survey data

From where does it STEM? | Undergraduate Senior Honors

Thesis at Tufts University (August 2015 - May 2016)

1:1 interviews, literature review, and survey. [Awarded Thesis with Honors.](#)

South End Technology Center | Tisch Fellow (June 2015 - December 2015)

Community-based research, contextual inquiry, participatory observations

Arthur Interactive Media Study | Institute for Applied

Research in Youth Development at Tufts University

Research Assistant (May 2014 - December 2014)

Qualitative codebook development, literature review, game testing