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| **KAITLIN ZHU** |

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**PROFESSIONAL SUMMARY**

Results-driven **UX researcher** with expertise in **mixed-method research, behavioral science, and product strategy**. Experienced in **conducting user interviews, usability testing, survey analysis, and A/B testing** to uncover deep user insights and drive strategic product improvements. Proven ability to **bridge research and business strategy**, collaborating cross-functionally to create evidence-based, user-centered solutions.

**SKILLS AND TOOLS**

**Tools:** UserTesting, Qualtrics, Figma, Mural, Miro, Maze, Dovetail, Adobe XD, R, Python, SQL

**Expertise**: User Interview, Focus Group, Usability Testing, Cognitive Walkthroughs, User Persona, Journey Mapping, Diary Study, Card Sorting, Market Analysis, Competitor Benchmarking, Storytelling, Survey, A/B Testing

**Leadership & Collaboration**: Stakeholder Management, Crossfunctional Collaboration, Research Repositories

**UX Experience**

**Johns Hopkins University, Student Services Excellence Initiative** March 2024 – Present

*UX Researcher* Baltimore, MD

* Led **20+ user interviews, workshops, and focus groups** to refine multiple functions (e.g., waitlist, my cart) of a course registration platform serving 31K+ students, aligning technology capabilities with user needs
* Drove cross-departmental collaboration to optimize the student orientation experience and enhance user satisfaction through **usability testing, survey, journey mapping**, and **data-driven insights**

**Ping-An Insurance** (largest Chinese insurance company) November 2021 – February 2022

*UX Researcher*  Shenzhen, China

* Achieved **40% improvement in user adherence rates** by leading a pilot project with the **cross-functional team** to incorporate cognitive behavior techniques into a chronic disorder management app
* **Secured funding** for the app by presenting the study designs, intended use, user needs, regulatory standards, and overall project management of the product to the stakeholders and investors
* Accomplished a **98% user satisfaction rate** and drove a **70% increase in new client acquisition** by conducting **A/B testing and usability testing** to evaluate differences in tasks, interactions, features, and functionality

**ByteDance (TikTok)** August 2021 – November 2021

*UX Researcher* Beijing, China

* Executed exemplary research and conducted 40+ user interviews to **develop customer personas**, **create user journey maps**, and inform the feature design for a potential educational platform embedded in TikTok
* Saved $200K in development costs by influencing leadership to pivot monetization strategy through **user insights, market research, benchmarking**, and TikTok **dashboard analysis**

**Additional Experience**

**Curevo Vaccine**  June 2023 – December 2023

*Market Research Analyst* Bothell, WA

* Designed a centralized reference guide on clinical trial benchmarks and FDA requirements for shingles vaccine, streamlining team decisions and regulatory compliance processes
* Spearheaded Curevo's entry into the $793M Chinese Herpes Zoster market by analyzing epidemiology studies, evaluating Chinese regulatory and reimbursement policies, and assessing partnership opportunities

**Hexcite Tech Innovation Program** (med tech incubator) January 2023 – May 2023

*Product Business Lead* (ReCheck+, a radiology error-checking tool) Baltimore, MD

* Led a cross-functional team (Clinician, Designer, and Engineer) to deliver an app demo in four months, prioritizing features based on insights from **20+ user interviews** and **five contextual inquiries**
* Established a **human-centered design process** and executed a research plan within an **agile** environment, aligning team efforts for a successful pitch and investor recognition

**education**

**Johns Hopkins University, Carey Business School/Bloomberg School of Public Health** Baltimore, MD

*Master of Business Administration & Master of Public Health (with Dean’s Scholarship)*  May, 2024

Accomplishment:Design for America Project Lead

**Bates College** Lewiston, ME

*B.A. in Psychology; Minors: Philosophy and Religious Studies* May, 2020

Accomplishment: Startup co-founder (A peer-support platform called ‘BeenThere’)