ANDREA KO

UX practitioner

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SKILLS

RESEARCH/DESIGN

- UX Research methods (A/B testing/Card sorting/Tree testing etc.)
- Heuristic evaluation
- Competitive analysis
- Stakeholder/user interviews
- Survey creation, participant recruitment
- Moderated & unmoderated usability testing
- Mixed methods research
- Data analysis & visualization
- Information Architecture
- Lean UX/Agile methodology
- Interaction/UX design
- Design systems
- Design thinking
- Wireframing
- Prototyping
- WCAG/A11Y standards
- Accessible design

TOOLS/TECHNICAL

- Figma, Sketch
- Confluence/Jira
- Qualtrics
- Dovetail
- Adobe Creative Suite, MS Office
- Tableau, Excel, PowerBI
- SQL - Snowflake, Jupyter
- HTML/CSS/Javascript
- Python
- Miro

EDUCATION

MS INFORMATION STUDIES - UX

The University of Texas at Austin

2021-2023

- Alice Brooks McGuire Endowed Scholarship

BA PSYCHOLOGY, JOURNALISM

The University of Oklahoma

2016-2021

- Award of Excellence Scholarship
- Vice-President, OU ASEAN, 2017-2020

I BELIEVE

that the user experience is all about equity, and my goal as a UX practitioner is to improve accessibility in emerging technologies to help change the world for the better. I give users and stakeholders a voice in the product design process, putting their needs at the forefront from inception to completion.

RELATED EXPERIENCE

GRADUATE RESEARCH COORDINATOR   Aug 2022-Present

Dell Medical School, The University of Texas at Austin

- Facilitated mental health access for perinatal/newly postpartum patients by researching & providing vetted referrals & information as requested by patient PCPs
- Created & distributed surveys using Qualtrics to providers enrolled in the PeriPAN program as part of a preliminary needs assessment
- Represented the PeriPAN program at conferences, raising awareness through public speaking and provider education
- Designed a user-centric information hub for stakeholders to be used for marketing & communication purposes, using Figma for prototyping & wireframing

UX RESEARCH INTERN   May 2022 - Aug 2022

Q2 Software Inc.

- Worked in interdisciplinary teams to plan, execute research engagements: screener survey creation, recruitment, scheduling and execution of remote user/stakeholder interviews and usability testing
- Took ownership of data collection during usability testing
- Carried out data analysis, created video highlights, presented insights to stakeholders at research report readouts
- Completed a summer-long intern project implementing research reporting templates for stakeholder use, projected to save the company over $40,000 annually
- Pitched project to C-suite at conclusion of internship

UX DESIGNER & RESEARCHER   Aug 2021 - May 2022

The University of Texas at Austin - School of Information

- Carried out end-to-end UX Research for clients such as Indeed & Handshake to identify areas of improvement on the platforms
- Conducted generative research - need finding, competitor analysis, heuristic evaluation, stakeholder interviews, user persona building before performing moderated usability testing & data analysis
- Carried out end-to-end UX Design for a coworking app called Workbee.
- Designed low, medium, and high fidelity wireframes for the Workbee app
- Conducted remote, unmoderated user testing on UserTesting.com
- Presented work to UX directors, UX teams & industry experts at project conclusions

RESEARCH ASSISTANT   Aug 2019 - May 2021

The University of Oklahoma - Department of Psychology

- Performed research under the direction of Dr. Jennifer Barnes
- Took ownership of moderating & data collection for ongoing research studies