



# Wen hao Y. Luebs

Chicago-based UX Researcher eligible for permanent employment in the United States

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## EXPERIENCE

### West Monroe

#### User Experience Researcher

*Chicago, IL | May, 2011 - Present*

- Planned and conducted research projects to capture user behaviors and evaluate consulting and productivity solutions with mixed methods.
- Analyzed and presented research insights and actionable recommendations to stakeholders, resulting in improvement on consulting and employee experience.
- Collaborated with cross-functional teams to define research objectives and metrics that met business goals.
- Triaged incoming projects and assigned to available staff in the absence of the UX Manager.
- Partnered with managers and researchers to develop project workflow, research standards, and accessibility best practices, leading to increased research efficiency and quality.
- Managed research operations including research logistics, participant recruitment, and incentive budget and distribution.
- Co-supervised a UX intern and provided guidance and feedback to a junior analyst.

### Center for Accessibility and Inclusion Research (CAIR)

#### Research Assistant

*Rochester, NY | Aug 2019 - May, 2021*

- Managed a research project on identifying strategies to make technology design activities accessible to blind/low vision individuals. Findings led to successful follow-up design workshop studies with blind participants.
- Created a research plan; recruited 18 blind/low-vision participants; conducted a questionnaire and over 25 hours of in-depth interviews; analyzed data and reported results to inform future research.

### Wegmans Food Markets, Inc.

#### UX Researcher

*Rochester, NY | Jan - May 2019*

- Evaluated the usability of Wegmans Meals 2GO, an online catering and delivery app, with representative users.
- Communicated actionable insights with the client, driving adoption of design recommendations in following sprints.
- Performed heuristic evaluation; developed a test plan; moderated 12 in-person usability testing sessions; analyzed data, identified usability issues, and presented findings to multiple teams across the organization.

## EDUCATION

### Rochester Institute of Technology

*Rochester, NY*

M.S. in Human-Computer Interaction

### Carnegie Mellon University

*Pittsburgh, PA*

Completed coursework in computer science, design, and psychology

### Guangdong University of Foreign Studies

*Guangzhou, China*

B.A. in Teaching Chinese as a Foreign Language

## SKILLS

### Research & Design

User-Centered Design, User Interviews, Focus Group, Contextual Inquiry, Surveys, Competitive Analysis, Affinity Diagram, Personas, User Flow, Card Sorting, Value Proposition, Journey Mapping, Usability Testing, Prototyping, Heuristic Evaluation, Diary Studies

### Tools

Figma, Miro, Qualtrics XM, Dovetail, Recollective, Jira, Adobe XD, Illustrator, InDesign, After Effects

### Programming

Python, Java, HTML, CSS, JavaScript

## VOLUNTEER

### Interaction Design Foundation - Chicago

Conducting user research geared towards building a community website.

### ROCGirlHacks

Served as lab assistant in a course teaching girls in grades 3 to 12 web development for social good.