

# HA TIFFANY YANG

**UX Researcher**  
Los Angeles, CA  
San Francisco, CA

## CONNECT

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## EDUCATION

**Emory University,  
Goizueta Business School**  
BBA, Strategic Consulting  
Sociology

## CERTIFICATIONS

IBM, Design Thinking Practitioner

## LEADERSHIP

**Association of Latino  
Professionals for America (ALPFA)**  
Chapter Vice President, 2016-2017

**Emory University**  
Alumni Interviewer  
Student Ambassador

## SKILLS

User Research | User Interviews  
User Personas | Journey Mapping  
Competitive Analysis | Information  
Architecture | User Flow  
A/B Testing | Content Analysis  
Wireframing | Usability Testing  
Sketch | InVision | Adobe XD  
Excel | Powerpoint | Tableau Desktop  
STATA | IBM Analytics Adobe Analytics  
Google Analytics | Neustar MTA  
Project Management  
Stakeholder Engagement

## ABOUT

With over 4 years of experience in applied user research roles in retail/social media industries, I bring a strong data-driven perspective and cross-functional collaboration experiences to provide valuable user insights to help answer the "why"s and the "now what"s. I am currently the Lead Product UX Researcher for digital enterprise product at Best Buy Headquarter, where I use both quantitative background in Analytics and qualitative research methodologies to best understand the users and help identify the gaps in how our products fulfill their day-to-day needs.

## WORK EXPERIENCE

### Best Buy (Jan. 2020 - Present)

*Senior UX Researcher, Employee Experience and Strategy*

- Lead product Researcher for Employee Content Management, Order Create, and Order Manage products on the Employee Experience team.
- Facilitate conversations as the Research Lead with Product Managers, Engineers, Business Analysts, and Designers; identify and prioritize research opportunities, plan and conduct qualitative and quantitative researches (primary and secondary) to better understand users' emotions, needs, and pain points while using the digital products.
- Some of the end-to-end research methodologies I have utilized include: User Interviews, Usability Study, Benchmarking Test, Surveys, Concept Testing, Workshops, Card Sort Activity, Time Study, Secondary Data Analysis

### The Home Depot (April. 2018 - Jan. 2020)

*Content Strategy, Social Media Ads*

- Designed, executed, and reported out on A/B tests, multivariate tests, and brand lift studies to understand the effectiveness of target audiences, creatives, KPIs, and optimization strategies.
- Managed end-to-end campaigns and researches with annual paid budgets surpassing \$20MM, leading KPI settings, strategic audience targeting, creative ideation, execution, optimization, and reporting across major social media channels such as Google, Facebook, Instagram, YouTube, and Snapchat.
- Analyzed behavioral data using .COM, MyDriver, Adobe Analytics, Google Analytics, MTA, Tableau, and raw channel data and translated user data into customer insights and targeting strategy.
- Owned stakeholder relationship with Marketing team, Creative team, Media team, platform partners, and Merchants; delivered data-driven research in campaign reporting and QBR reporting for internal partners to understand customer behavior/journey.

### Atlanta International Fashion Week (Jan. 2017 - Dec. 2019)

*Market/UX Research, Content Strategy*

- Researched users and optimize desktop web design using Google Analytics for optimal experience on the site.
- Tested UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.

### PlusUp (May. 2017 - April. 2018)

*Content Strategy, Social Media Ads*

- Analyzed market performance of client accounts (Carters, OshKosh, HP, Reebok, and Beyond Yoga) to determine performance trends, optimization opportunities, and potential areas of revenue growth using behavioral web data.
- Provided strategic guidance to clients through reports and weekly meetings with data-driven insights by recommending strategies to better meet KPI goals such as raising brand awareness, increasing website traffic, and garnering e-commerce/in-store sales.

## UX RESEARCH CASE STUDY

- www.HaTiffanyYang.com
  - SwapStuff, *UX Research/Design*
  - The Home Depot Enterprise UX - Homer Cafe, *UX Research*