

TIFFANY HA YANG

Senior Product Researcher
Los Angeles, CA

CONNECT

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EDUCATION

Emory University,
Goizueta Business School
BBA, Strategic Consulting

LEADERSHIP

Speaker at:
Japan Research Conference

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

Emory University
Alumni Interviewer
Student Ambassador

CERTIFICATIONS

IBM, Design Thinking Practitioner

SKILLS

User Interviews | Product Prioritization
Journey Mapping | Competitive Analysis
Information Architecture | User Flow
Usability Testing | Concept Test
A/B Testing | Content Analysis
Usability Testing | Survey | Data Analysis
Sketch | InVision | Adobe XD
Excel | Powerpoint | Tableau Desktop
STATA | IBM Analytics | Adobe Analytics
Google Analytics | Neustar MTA
Project Management
Stakeholder Engagement

ABOUT

With 7+ years of experience in applied user research roles in retail/eCommerce, B2B, enterprise, and AI, I bring a strong data-driven perspective and cross-functional collaboration experiences to provide valuable user insights and help answer the "why"s and the "now what"s. I am currently a lead UX Researcher at SpreeAI, where I delicately and strategically craft mixed methods research studies to understand intent, motivations, and behaviors of shoppers and help identify the gaps in how our shopping AI product fulfills their needs. I'm also passionate about mentoring and guiding junior researchers, UX designers, and PMs on how UXR can help make their lives easier!

WORK EXPERIENCE

SpreeAI (July 2024 - current)

Lead UX Researcher

- The founding UX Researcher at a B2B photo-realistic AI product; establishing the UX research function and strategy from ground up, driving user-centered design decisions with design, product, and engineering with quantitative and qualitative research in early startup stage

Mercari (July 2021 - July 2024)

Senior UX Researcher, Shopper Experience

- Spearhead UXR for Shopper Experience products (including search, onboarding, community, buyer engagement) and pitched + led holistic evaluation of app-wide UX (e.g. IA, benchmarking); own research projects that are both extensive, longitudinal foundational studies (e.g. diary study) and scrappy/iterative tests (e.g. concept testing, content testing) from end to end
- Lead strategic research initiatives to build foundational understanding of key user group and democratize UXR across organization; outcomes defined quarterly and annual product strategy; scope quarterly research roadmap with product leaders and UX-led product roadmap as an embedded research lead and primary stakeholder of product strategy development

Google via Synergis (Feb. 2021 - July 2021)

Senior UX Researcher, Google Cloud AI

- Support public sector geospatial AI product on Google Cloud AI in their foundational, iterative, and evaluative research efforts to help guide product's design strategy and direction in early product development stages
- Run and support usability tests, concept testing, foundational interviews, and workshops from end to end to help guide product design decisions, while closely collaborating with UXD, PM, and Eng

Best Buy via Digital People (Jan. 2020 - Feb. 2021)

Senior UX Researcher, Employee Experience and Strategy (Product: Order Create/Manage)

- Lead product researcher for Employee Content Management, Order Create, and Order Manage products on the Employee Experience team
- Facilitated conversations as the Research Lead with Product Managers, Engineers, Business Analysts, and Designers; identified and prioritized research opportunities, planned and conducted qualitative and quantitative researches (primary and secondary) to better understand users' emotions, needs, and pain points while using the digital enterprise 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 + PlusUp (May 2017 - Jan. 2020)

Social Media Analyst, Campaign Management and Strategy

- 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 identification, strategic audience targeting, creative ideation, execution of studies, optimization, and reporting
- 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