

Donna Chan

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UX RESEARCHER & DESIGNER | Product & Service Designer ♦ Design Facilitator

FREELANCE PRODUCT DESIGNER & RESEARCHER

NOV 2018 – CURRENT | REMOTE

- Product designer & researcher with 10 years of experience in social impact and for-profit spaces. Available for hire.

PRODUCT DESIGNER & RESEARCHER AT ONE DEGREE

MAR 2017 – OCT 2018 | SAN FRANCISCO, CA

- Responsible for omni-channel user experience for desktop, mobile, email and text across product, communications, and customer support.
- Leading and executing generative and evaluative research studies.
- Building the org's research practice from the ground up, integrating research and design principles into org culture and development processes.

DESIGN RESEARCHER AT APPDIRECT

MAY 2015 – NOV 2016 | SAN FRANCISCO, CA

- Developed project to evaluate and map internal, companywide client touchpoints, revealing barriers to customer satisfaction and internal areas of resource loss. Interviewed internal stakeholders and presented blueprint.
- Conducted heuristic review, competitor research and stakeholder interviews on marketing site. Presented findings to inform marketing strategy.
- Led, planned and facilitated design sprint from research to viable concept for company-wide presentation, garnering buy-in for design and research.

INDEPENDENT UX/UI DESIGNER & RESEARCHER AT COLLABIFY

MAY – NOV 2014 | SAN FRANCISCO, CA

- Planned and conducted generative & usability research, developed framework, personas and discovered specific needs to refine product focus.

SERVICE DESIGNER & RESEARCHER AT T LAB

OCT 2013 – APR 2014 | SAN FRANCISCO, CA

- Planned and executed research with 122 users & stakeholders, including field and in-home research, surveys, focus groups, participatory design workshops, and semi-structured interviews.
- Synthesized qualitative and quantitative data into insights and communicated findings via presentation & visual materials at Google.

QUANTITATIVE RESEARCHER AT MDRC

JUL 2010 – SEP 2013 | NEW YORK, NY

- Managed, merged, and statistically analyzed large-scale databases in SAS

RESEARCH MANAGER AT HOSPITAL OF UPENN

MAR 2007 – MAY 2010 | PHILADELPHIA, PA

- Managed year-long breast cancer clinical research studies
- Published in *Journal of Clinical Oncology*

EDUCATION

University of Pennsylvania
Bachelors of Biomedical Science
Best Thesis Award
2006 – 2010

Hunter College
Psychology Post-Baccalaureate &
TA in Statistical Methods
2011 – 2012

The Design Gym
Design Thinking courses and
consulting
2012 – 2013

SKILLS

Design Research

Interviews / Surveys
Field Research
Participatory Design
Journey Mapping
Usability Testing
Data & Analytics

Data Analysis

SAS
STATA / R
SPSS
Excel

Design Thinking

Facilitation
Design Sprints
Stakeholder Buy-in
Storytelling
Storyboarding
Sketch / Illustrator
HTML / CSS