CHUN-LING HSU (VANYA) Los Angeles, CA

(909) 905 8282   lynnhsu95@gmail.com   https://lynnhsu95.wixsite.com/vanya/blog   https://www.linkedin.com/in/vanyahsu

Mixed Methods Researcher with a strong foundation in cognitive psychology, human behavior, statistics, and experimental design. Skilled at translating complex user insights into actionable design strategies and driving business transformation. Alongside research, organizing global association events and being a speaker are part of her role.

PROFESSIONAL EXPERIENCE

Data Specialist, *Las Tunas Pharmacy*   San Gabriel, CA | Sep 2025

- Organizing, auditing, and collecting insurance data, prescription records, medication supply levels, and supply chain information within pharmacy retail stores.

Design Research Fellow, *Perkins Eastman*   Los Angeles, CA | May 2025 — Aug 2025

- Developing a functional MVP assessment tool to evaluate HCD impact across projects and establish benchmarks for strategic initiatives. This approach enabled the early evaluation and refinement of design and briefing decisions, resulting in a centralized, trackable data system that identified patterns across the firm.
- Planning a range of UCD methods in complex problem spaces, including user interviews, surveys, concept testing, journey mapping and service blueprinting to implement different projects across sectors.

Design Research Specialist, *HGA*   Los Angeles, CA | Jun 2023 — Feb 2025

- Advised on 4+ market sectors in-house projects and worked with multidisciplinary teams on evidence-based research as part of integrating a holistic design approach to architecture design.
- Led research on healthcare projects including behavioral health pediatrics, emergency department, procedure and ambulatory setting. Responsibilities included content development, building a research repository, and identifying design criteria to optimize operational workflow and align strategic goals.
- Conducted evaluations, fieldwork, time studies and other mixed-method approaches in performance art and science education buildings to enhance design quality in the built environment and achieve human-centered outcomes (~80%).
- Ran studies on user satisfaction with human-space interaction to inform design intervention and contributed to the EDRA national award, reinforcing firm-wide business development and brand positioning.
- Established data dictionary and structure to build a centralized research and survey database for benchmarking, integrated with a broader data warehouse initiative.

User Experience Researcher, *Games & Interactive Technology Lab*   Claremont, CA | May 2023 — Dec 2023

- Ran a rigorous benchmarking study on two popular video games, assessing cognitive accessibility using heuristic evaluation based on the Gaming Accessibility Guidelines segmented into 3 tiers.
- Managed project team to analyze competitors, conduct research on guidelines and mentor emerging talent.
- Collaborated with a team of 12 researchers following 2-week sprints and scrum project management framework.

UX Research Intern, *DIA Design Guild Agency*   Remote | Sep 2022 — May 2023

- Developed surveys to support information architecture community initiatives for a non-profit professional organization with over 30 global cities and recruited participants in different languages.
- Collaborated with a third party on a longitudinal user research project spanning 3+ years.

UX Researcher, *Work on Climate*   Remote | Jul 2022 — May 2023

- Analyzed the trends and areas of improvement in the more than 10,000+ members climate workforce.
- Researched on identifying and classifying climate jobs to build the mainstream talent ecosystem.

Research Assistant, *Veteran General Hospital*   Taiwan | Jan 2021 — Jul 2021

LICENSES & CERTIFICATIONS

Askable Certified UX Researcher	Issued 2026
Evidence-Based Design Accreditation and Certification (EDAC) – The Center for Health Design	Issued 2025

SKILLS & LANGUAGES

Methods: Design Thinking / Statistics / Information Architecture / Survey/ Usability Testing / Concept Evaluation / Evidence-Based Research / Thematic Analysis / Longitudinal Study/ CtQs / Qualitative and Quantitative Method / IoT
Techniques: In-depth Interviews / User Personas / Contextual Inquiry / Competitive Analysis / Wireframing / Prototyping / Pre-Post Occupancy Evaluation / Card Sorting / Space Shadowing & Time Study / Statistical Analysis
Tools: Figma / R / SPSS / otter.ai / Qualtrics / Alchemer / PowerBI / Zotero / NVivo / Displayr / WorkStudy+
Languages: Chinese (Mandarin) Native or Bilingual Proficiency / English Full Professional Proficiency

EDUCATION

MA Cognitive Psychology: UX   *Claremont Graduate University*, 2023

Courses: Interaction Design, UXR Methods, Applied Cognitive Theory, Data Visualization, Persuasive Technology, Advanced Statistics (ANOVA, regression, z/t-test, factor analysis), GIS

BSc Psychology   *Kaohsiung Medical University*, 2019

General Psychology, Statistics, Leadership experience, and Ethics coursework achievement.