Ying Chen

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Mixed-methods UX Researcher with 5+ years of experience improving user engagement and identifying new product opportunities across AI, consulting, gaming & healthcare. My work for Microsoft has shaped LLM response quality improvements & workstream-level roadmaps, impacting millions of users globally.

SKILLS

Methods: qualitative research, usability testing, concept testing, generative research, interviews, diary studies, survey, focus group, contextual inquiry, competitor analysis, journey maps, workshop facilitation, service design

Tools: Outset.ai, Listen Labs, Hey Marvin, UserTesting.com, Dscout, Qualtrics, Figma, VS Code, Python

Languages: Native English & Chinese (Mandarin), Conversational German

WORK EXPERIENCE

Microsoft AI **09/2025 – 06/2026**
UX Researcher (Contract via Aditi Consulting) *Vancouver, BC, Canada*

- Led 4 Copilot usability studies surfacing generative and evaluative insights, driving 20+ critical usability changes, and uncovering an unexpected user flow that shaped the workstream's 2026 product roadmap
- Drove Q1 2026 Copilot Shopping response quality improvements by synthesizing 200+ AI-moderated user interviews for UX Eval study, identifying critical friction points in LLM responses
- Analyzed qualitative data from a 30+ user generative study on future AI value propositions, surfacing long-term strategic insights with ~40% new AI product values already adopted in the 2026 product roadmap
- Shaped Copilot Shopping AI metric recommendations around user priorities, drawing on 200+ AI-moderated interviews by leading qualitative analysis within a mixed-methods study

Atlas Branding Co., Ltd. **10/2024 – 09/2025**
UX Researcher & Strategist *Vancouver, BC, Canada*

- Spearheaded the research agenda and go-to-market strategy for a client e-commerce website by leading longitudinal mixed-methods research (50+ competitor analyses, surveys, and interviews) and concept testing, establishing product design guidelines adopted by the client team
- Led cross-functional design workshops and journey mapping for a client e-commerce team, resolving competing stakeholder priorities and establishing an end-to-end e-commerce service with a service blueprint
- Pioneered a qualitative segmentation taxonomy study for a social services organization, uncovering a new audience segment increasing membership sign-up rate by ~80% & reorienting market expansion strategy
- Scaled research operations by establishing niche participant panels, Qualtrics survey standards, and design workshop templates that upheld methodological rigor and reduced study setup time by ~60%

Sprung Studios **07/2023 – 09/2024**
Associate User Researcher *Vancouver, BC, Canada*

- Drove feature improvements across AA to AAA titles (e.g., Xbox Game Studios, Nexon) through 30+ research studies with 120+ players, with findings directly adopted in multiple shipped game updates
- Reduced player churn & improved engagement by designing and running diary studies, usability tests, accessibility and heuristic evaluations, producing Figma wireframe solutions implemented in production

Designing for People Research Cluster at University of British Columbia **09/2022 – 06/2023**
Assistant Researcher *Vancouver, BC, Canada*

- Influenced next-gen product development of a major Asian SaaS videoconferencing company by conducting 60+ literature reviews, 14 user interviews and analyzing 16K+ qualitative data points
- Led 0 > 1 research for a Canadian nonprofit through 30+ user interviews and contextual inquiries, establishing the app's UI design, information architecture and field data workflows for citizen scientist volunteers

Atlas Branding Co., Ltd. **01/2018 – 12/2021**
UX Researcher & Content Strategist *Taipei City, Taiwan*

- Revamped Brizon Stepwing's physical product design and business model through 140+ surveys, 2 focus groups, 4 contextual inquiries, and SWOT analysis, propelling Brizon into a new customer segment & market
- Established Taiwan's first branding knowledge podcast service for enterprises through 40+ stakeholder interviews for ecosystem mapping, delivering 33 CEO podcast interviews for the Ministry of Economic Affairs

EDUCATION

Beyond Prompting: Building AI Infrastructure for UX Research, UXR Institute — *U.S.A. (Remote)*
Associate Certificate in UX, British Columbia Institute of Technology — *Canada*
Master of Arts in Library and Information Studies, University of British Columbia — *Canada*
Bachelor of Arts in English Language and Literature, Fu Jen Catholic University — *Taiwan*
Bachelor of Arts in English and American Studies, University of Bayreuth — *Germany*