

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 – Present

UX Researcher (Contract via Aditi Consulting)

Vancouver, BC, Canada

- Led 3 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
- Synthesized 400+ user AI-moderated interviews on LLM response quality and long-term metrics, surfacing critical friction points in Copilot shopping flows that directly drove Q1 2026 response quality improvements
- 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
- Partnered with PMs, UX designers, and engineers across multiple product areas, translating research insights into actionable recommendations that shaped product decisions across workstreams

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 study for a social services organization, uncovering a new audience segment increasing their membership sign-up rate by ~80% and reorienting their 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 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

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