**David DW Liu**

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**Research Skills**

**• Research Software:** STATA, SPSS, HLM, MAXQDA, Dedoose, NVivo, Vosaic/StudioCode, and MS Office

**• Qualitative Research:** interviews, focus group, ethnography, digital ethnography, diary studies, A/B testing, discourse analysis, video research, usability studies, and journey maps

**• Quantitative Research:** descriptive and inferential statistics (t-tests & regression), survey design and collection, psychometrics, and econometrics

**User Experience Research and Project Management Experiences**

**Child Development and Learning Intern** | Mattel Inc | El Segundo, CA **Jun 2018-Sep 2018**

* Conducted [competitive landscape analysis](http://daviddw-liu.strikingly.com/blog/competitive-landscape-analysis-of-toy-companies) of 235 toy companies and organizations’ websites through user experience (UX) research methods such as journey maps and digital ethnography
* Created materials for A/B testing of product packaging in partnership with consumer and user insights and communications department partners
* Collaborated cross functionally including design, marketing, and consumer insights to support the development of new products, designs, and marketing needs to drive sales in fast paced environment
* Partnered with 20 MBA interns in developing new business ideas grounded in consumer insights and user experience (UX) and learning experiences (LX)

**Lead Researcher** | UC Irvine | Irvine, CA **Sep 2014 - Present**

* Designed data collection procedures and lead analysis of qualitative and quantitative data for 10 different research studies including over 800 hours of ethnography across 20 different field work sites and over 10,000 surveys
* Conducted user experience (UX) and learning experience (LX) studies of educational technology products using A/B testing, surveys, observations, and ethnography; [scaled up to a 400 person family science engagement program](http://daviddw-liu.strikingly.com/blog/a-b-testing-and-usability-study-of-a-bilingual-family-science-night-3f66b4c2-6549-4e00-8736-899cc51b2dda)
* Conducted user experience (UX) research on a [mobile learning app](http://daviddw-liu.strikingly.com/blog/ux-research-for-science-learning-mobile-app) through A/B testing, surveys, interviews, video diaries and focus groups to understand users’ behavior, perception, and interaction of learning products and services
* Provided leadership and management to a team 32 researchers by setting goals and collaborating cross-functionally

**Educational Research and Evaluation Intern** | Discovery Cube | Santa Ana, CA **Apr 2013 – Aug 2016**

* Led user experience (UX) and learning experience (LX) research with 19 research staff to improve learner and user knowledge and behavior by analyzing over [1500 surveys](http://daviddw-liu.strikingly.com/blog/usability-study-of-high-efficiency-shower-heads), 7 focus group interviews and 600 assessments
* Generated [8 written reports](https://drive.google.com/drive/folders/1GfP5WmSpVkQc2KEFQvv5Dht1zTsVQQXv?usp=sharing) of research and presentations for executive leadership on learners and user insights for business needs to strengthen opportunities for strategy, marketing, program design and development
* Conducted formative and summative assessments from research data to develop new research innovations that are methodological and analytical such as new survey questions and new research protocols

**Museum Experience Researcher** | Providence Children’s Museum | Providence RI **Sep 2013 – Aug 2014**

* Conducted user experience (UX) studies using [A/B testing on signs](http://daviddw-liu.strikingly.com/blog/a-b-testing-museum-signage), print materials, and journey maps with users
* Quantitative and qualitative [user experience (UX) studies from interviews, surveys, and observations](http://daviddw-liu.strikingly.com/blog/usability-study-on-museum-learning-tip-sheets-for-visitors)
* Crafted study including recommendations & future directions to drive business needs and performance
* Created iterative prototypes of products and insights for 50,000 museum visitors based on findings
* Produced quarterly report studies on visitor satisfaction, visitor experience insights, and visitor numbers

**Education at University of California, Irvine**

PhD in STEM Education **Expected Dec 2019**

MA in STEM Education **Dec 2018**

BAs in Anthropology and Public Health Policy, Minor in Educational Studies **Jun 2013**