**David DW Liu, PhD**

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7 years of experience analyzing data, generating insights, and strategizing cross-functionally

 **Research Skills**

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

**• Qualitative Research:** interviews, contextual inquiry, focus group, ethnography, digital ethnography, diary studies, home visits, A/B testing, discourse analysis, video research, usability studies, journey maps, dscout.com, and UserTesting.com

**• Quantitative Research:** descriptive and inferential statistics (t-tests, ANOVAS, and multiple regression), surveys, experimental design, psychometrics, econometrics, UserZoom.com, Qualtrics, and SurveyMonkey

**User Experience Research and Project Management Experiences**

**User Experience Researcher** | AT&T (Contract) | El Segundo, CA **Jun 2019-Present**

* Designed and conducted quantitative and qualitative studies, such as structuring and analyzing surveys and A/B tests
* Evaluate the impact of product changes and gather data at scales regarding drivers of satisfaction, churn and NPS
* Synthesized and communicated research findings to inform business decisions through rich storytelling via presentations, reports, workshops, dashboard and reports of KPI metrics
* Collaborated closely with other researchers, designers, product managers, data scientists, marketing and operations managers, and engineers to ensure research delivered is integrated into every aspect of the product and provides a holistic view of users

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

* Conducted competitive landscape analysis of competitors’ websites through digital ethnography to create journey maps
* Created materials for A/B testing of product packaging in partnership with consumer and user insights 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

**Researcher and Data Analyst** | UC Irvine | Irvine, CA **Sep 2014 – Dec 2019**

* Conducted user experience studies of educational technology products such as games and mobile apps using A/B testing, surveys, observations, lab studies, site visits, quantitative surveys, and interviews
* Conducted research experiments to understand and improve users’ behaviors and interactions of products and services
* Provided leadership and management to a team 32 researchers by setting goals and collaborating cross-functionally

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

* Conducted user experience experiments using A/B testing on signs, print materials, and journey maps with users
* Produced quarterly report studies on visitor satisfaction, visitor experience insights, and visitor numbers
* Provided recommendations & future directions to inform business needs from qualitative and quantitative data
* Created iterative prototypes of products and insights for museum visitors based on findings

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

* Led research experiments by analyzing large scale quantitative data to understand user needs and improve user experience
* Conducted formative and summative assessments via internal benchmark studies to compare usability metrics
* Scheduled and conducted in school visits and for individual and focus group interviews as well as lab studies
* Generated written reports of research and presentations for executive leadership on user insights for business needs to strengthen opportunities for strategy, marketing, program design, and development

**Education at University of California, Irvine**

PhD in Education

MA in Education

BAs in Anthropology and Public Health Policy, Minor in Educational Studies