

Eureka Foong, PhD

UX Research Manager with
Expertise in Global Research
on Online Creators

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Methods: Usability studies, participatory design workshops, remote experiments, interviews, and more

Skills: Strategic research, storytelling, stakeholder management, participant recruitment, UX evangelization, leading international and cross-cultural research

Tools: Python, R, HTML/CSS, JavaScript, SQL, Qualtrics, Amazon Mechanical Turk, Prolific, and more

Work Experience

Postdoctoral Fellow / Strategic UX Research Manager

The University of Tokyo & Carnegie Mellon University | Jan 2021 – Present

- Empower millions of women in online freelancing marketplaces to set higher pay rates by managing a 9-person end-to-end international research project to develop a new online negotiation tool
- Led a 180-participant cross-cultural group experiment to understand opportunities for supporting online video meetings

Research Lead

Northwestern University, Illinois, USA | Sep 2015 – Dec 2020

Pioneered research on gender equity in the online gig economy through 5 collaborative projects using big data analysis (50k+ data points); surveys, ethnographies; interviews; online and in-person experiments; and design-based research methods

AI User Experience Research Intern

Facebook, California, USA | Jan 2019 – Mar 2019

In less than 10 weeks, influenced early design decisions by Facebook's Office of the CTO on the role of AI in civil online discussion by synthesizing data-driven insights from 20 internal focus groups and in-depth interviews

Research Science Intern

Adobe Research, California, USA | Jun 2018 – Aug 2018

Produced practical insights to help Adobe design effective crowdsourcing systems by developing a human-centered app for rapid feedback on portfolios based on over 40 semi-structured interview and a think-aloud experiment

Lead UX Researcher

Piktochart, Penang, Malaysia | Nov 2014 – Sep 2015

Enabled XFN teams at B2C/B2B startup to incorporate UX in product development by introducing design sprints, developing user personas, doing remote paper prototyping and digital card sorts to build empathy, and developing a UX intern program

Education

Ph.D. in Technology and Social Behavior (Computer Science and Communication Studies)

Northwestern University | Sep 2015 – Dec 2020 | Don Norman Design Fund Award and Segal Design Institute Fellowship

B.A. in Cognitive Psychology (Minor: Media Studies)

Linfield College | Sep 2012 – Jun 2014 | APA Summer Science Fellowship