Eureka Foong, PhD

UX Research Manager
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Objective

UX Research Manager with 7 years of international mixed-methods research experience studying online creators. Looking for opportunities to lead impactful, strategic, and actionable research on products that help people creatively express themselves and connect with others.

Methods, Skills, and Tools

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 (Infographic Design App), Penang, Malaysia | Nov 2014 – Sep 2015

Evangelized UXR in product development by introducing design sprints, developing 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