

# Jinhan Wu

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## EXPERIENCE

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### UX Researcher (Contract), July 2023 – Feb 2024

First Mode (Seattle, WA)

*A fast-paced manufacturing company building hydrogen-powered mining trucks and their service ecosystem.*

- **Enhanced research efficiency by 200%** through a holistic revamp of research roadmap and repository design.
- **Initiated 3 new design projects** by prioritizing key user interactions from ambiguous data with field research in mines and 20+ hour interviews, conducting 7 workshops to share insights with designers.
- **Secured cross-functional support** for all 3 design projects by crafting tailored reports, infographics, and presentations for leadership, product owners, designers, and engineers.
- **Aligned design team and 7 business partners** on a strategic product roadmap by extracting customer values from CRM data and validating them with user research insights.

### AI-UX Researcher (Sponsored projects), Apr 2023 – Sept 2023

(Seattle, WA)

*Deliver comprehensive UX research services to keep clients abreast of the latest AI trends.*

- **Cross-cultural AI-UX research** for University of Washington: Facilitated data comparisons between 30 South Korean and U.S. participants by adapting study protocols to align with U.S. cultural and communication norms.
- **AI-powered intranet for Uber:** Led UX research to create an AI-driven employee intranet. Boosted user satisfaction by providing actionable insights from user research and usability testing to guide the design team.

### Human Factors Engineer (Part-time), June 2021 – Nov 2021

VisionX LLC (San Jose, CA)

*A B2B AI tech consultancy startup. Designed and developed virtual experience of forest therapy from the ground-up.*

- **Increased investor buy-in** by pivoting the product direction to align with team tech expertise and insights from market analysis, user interviews, concept testing, and feasibility analysis.
- **Improved user satisfaction by 35%** through streamlining user flows and evaluating the MVP in usability testing.
- **Ensured successful launch of clinical trials** remotely by coordinating work between 7 cross-time zone teams.

### Quantitative Research Assistant (Part-time), Dec 2019 – May 2021

Oberlin College (Oberlin, OH)

*Facilitated health tech research such as medical AI in data collection & analysis, finding drafting & presentation.*

- **Validated a quantifiable diagnostic measure** for emotional disorders by analyzing 450 participants' neurophysiological data using Excel and JASP, laying foundation for further diagnostic AI research. [[Link to paper](#)]
- **Identified parents' pain points** regarding child mental disorders and need for parenting apps by analyzing Qualtrics survey data from 830 parents using Excel and SPSS. Presented at APA and SRCD conferences.

### UX Design Intern, July 2020 – Aug 2020

ReadyAI (Pittsburgh, PA)

*A K-12 AI education company creating educational materials for 65000+ active learners.*

- **Increased the course registration traffic by 20%** in 2 months by redesigning the web navigation.

## EDUCATION

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- **M.S. in Human Centered Design & Engineering** (GPA: 3.9/4.0), University of Washington, Sept 2022 – June 2024
- **B.A. in Psychology (Honors) & Neuroscience** (GPA: 3.9/4.0), Oberlin College, Aug 2018 – June 2022

## SKILLS & TOOLS

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- Skills: Interviews, Ethnography, Field Research, Usability Testing, Surveys, Diary Studies, Statistical Analysis
- Tools: UserTesting.com, Qualtrics, Condens.io, Userinterviews.com, Excel, R, Python, SQL, Miro, Tableau, Figma