

Kassandra Chin

UX Researcher and Designer

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➔ Experience

UX/UI designer Intern | The Inclusive Group

Jan 2023 - Mar 2023

- Iterated on designs for a responsive website 8 times to enhance usability and meaningfulness. Incorporated insights from usability and concept testing, design critiques, and client feedback to achieve optimal results.
- Led an Advanced Figma Workshop for 6 designers, improving team productivity and design consistency for UI elements.
- Acted as a subject matter expert (SME) to provide valuable insights to design and research teams, accelerating the design process.
- Participated in team retros and promoted cross-disciplinary collaboration with research, content, and engineering teams in an Agile environment to enhance efficiency and design thinking effectiveness.

Usability Tester | Eagleview

Jan 2023 - May 2023

- Conducted usability testing sessions with participants to evaluate the usability and user experience of software.
- Developed and executed test plans and scripts, including test scenarios and tasks, to evaluate the user interface, user interactions, and user experience of digital products.
- Collected and analyzed data from usability testing sessions, including user feedback, behavioral observations, and metrics such as task completion rates and time on task.
- Conducted heuristic evaluations and expert reviews of digital products to identify usability issues and opportunities for improvement.
- Collaborated with other members of the product team, including researchers, content strategists, and developers, to ensure a cohesive and user-centered approach to product design and development.

UI designer Intern | Spokelt

Sep 2021 - Mar 2022

- Collaborated with cross-functional teams, including product managers, developers, and other designers, to create design solutions that meet business objectives and user needs.
- Created wire-frames, prototypes, and visual designs that align with project requirements and user needs.
- Developed design guidelines, design systems, and UI kits to ensure consistency across the product and brand.

UX researcher and designer Intern | Spellcasters

Nov 2020 - Aug 2021

- Conducted competitive analysis, including evaluating the strengths and weaknesses of competitor products and identifying opportunities for improvement.
- Created user personas based on research findings to better understand the needs, behaviors, and motivations of target users.
- Conducted literature reviews to identify key industry trends and best practices in UX design.
- Analyzed data from user surveys, usability tests, and other research methods to identify patterns, trends, and areas for improvement.
- Iterated on and designed the prototype for a companion app, incorporating feedback from user testing and team critiques.

Education

City College of San Francisco

Computer Science | 2017-2019

University of California, Santa Cruz

BS in Cognitive Science | 2019-2021

Rochester Institute of Technology

MS in Human Computer Interaction | 2022-2024

Publication

Designing Spellcasters from Clinician Perspectives: A Customizable Gesture-Based Immersive Virtual Reality Game for Stroke Rehabilitation. ACM Trans. Access. Comput. 15, 3, Article 26 (September 2022), 25 pages. <https://doi.org/10.1145/3530820>

Skills

Design

User experience
User interface design
Wire-framing
Prototyping
User-centered design
Design strategy
User persona

Research

User interviewing
Usability testing
Competitor analysis
A/B testing

Tools

Figma
Sketch
Adobe XD
Adobe illustrator
Adobe photoshop
MS office
Python
HTML/CSS