ALEX CHEN

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EDUCATION

University of California, Riverside (UCR)

PhD in Sociology   Expected Completion: May 2025

- Dissertation: "The Impact of Social Media on Gen Z's Political Engagement"

California State University, San Francisco

Bachelor of Science in Psychology   May 2020

TECHNICAL SKILLS

SPSS, R, Python, Qualtrics, SurveyMonkey, NVivo, Atlas.ti, Adobe XD, Figma, Tableau, & Microsoft Office Suite

UX RESEARCH EXPERIENCE & PROJECTS

A Big Tech Company, Mountain View, CA

UX Research Intern   June 2024 - Present

- Conducted user interviews and usability tests for a new feature in Google Maps, leading to a 15% increase in user satisfaction
- Designed and implemented surveys to gather user feedback on product features, analyzing results using both qualitative and quantitative methods
- Collaborated with cross-functional teams to translate research findings into actionable product recommendations
- Created user personas and journey maps to help guide product development decisions
- Presented research findings to stakeholders, included but not limited to product managers and designers

Department of Sociology, UCR

Graduate Research Assistant   September 2020 - Present

- Design and conduct mixed-methods research studies on social media use and political engagement of Gen Z
- Analyze large datasets using advanced statistical techniques in R and SPSS
- Develop and implement user surveys and in-depth interviews to gather insights on social media usage patterns among young adults
- Create interactive data visualizations using Tableau to effectively communicate research findings to diverse audiences
- Mentor and train 5 undergraduate research assistants on research methodologies and data analysis
- Present research findings at academic conferences to a wide range of audience and prepare manuscripts for publication

Some Data Solutions Company, San Francisco, CA
Market Research Analyst   January 2023 - Present
- Conduct quantitative and qualitative research to support client projects across various industries
- Design and implement online surveys using Qualtrics, analyzing results with SPSS and Excel
- Assist in the preparation of comprehensive market research reports and client presentations
- Collaborate with senior researchers to develop research methodologies and data collection strategies
- Perform competitive analysis and market trend research using industry databases and public sources

TEACHING & MENTORING EXPERIENCE

Department of Sociology, UCR
Teaching Assistant   January 2022 – Present
- Led discussion sections for undergraduate courses in Research Methods and Social Psychology
- Developed course materials and graded assignments for classes of 30-50 students

Graduate Student Mentorship Program (GSMP)
Graduate Mentor   September 2021 – June 2023
- Provided one-on-one guidance and support to 10 newly admitted graduate students from the College of Humanities, Arts & Social Sciences during the 21-22 & 22-23 academic years
- Led resource treasure hunts for newly admitted graduate students in the mentorship program to become familiar with campus resources
- Designed a guidebook for first-time mentors to provide support for their mentees with support from GSMP staff members

PUBLICATIONS AND PRESENTATIONS
• Chen, A., & Smith, J. (2022). "Social Media as a Platform for Political Discourse Among Gen Z." Journal of Youth Studies, 15(3), 45-62.

• Chen, A. (2023). "The Role of Twitter in Shaping Political Opinions of Young Adults." Presented at the American Sociological Association Annual Meeting, Philadelphia, PA.

PROFESSIONAL MEMBERSHIPS
• American Sociological Association
• User Experience Professionals Association (UXPA)