

Yu-Ling (Betty) Chang

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Website: <http://www.bettychang.net/>

Design Research Summary

- 9 years of design research experience in multiple fields, e.g., healthcare, education, gaming, and non-profit
- Designed and conducted 110+ user tests with 410+ users to generate insights, reveal actionable recommendations, and release software feature
- Demonstrated enthusiasm, curiosity and quick learning by leading successful projects and working with cross-functional teams in different areas
- Excellent communication and organization skills shown by \$211k funding awarded and events organized (250+ ppl)
- Research Skills: interview, survey, usability testing, card sorting, qualitative and quantitative analysis, and reporting
- Programming and software: Java, SPSS, GIMP, Premiere Elements, and Survey Monkey

Employment & Experience

TD Bank Group

Senior Design Researcher

Toronto, ON

May 2021 – present

Chinese Evangelical Alliance Church of Toronto

Production & AV Team Lead

Toronto, ON

October 2020 – July 2021

- Reveal members' needs and behaviours by defining research questions and conducting interviews & YouTube Analytics
- Inform board's decision-making on 2 new programs and content redesign; Build up the team from 0 to 8 members

Ministry Assistant (Event Coordinator)

August 2019 – December 2020

- Established children's online Sunday School (age 2 to 11); 1st churches in GTA to offer interactive Sunday programs

North York General Hospital

Human Factors Specialist

Toronto, ON

September 2017 – August 2018

- Accelerated project progress and launched a surgical safety research project as the 1st Canadian hospital to adopt the OR Black Box recorder in operating rooms by collaborating with PM, developers, analysts, and clinicians
- Established analysis template to reduced data synthesis and reporting time by analyzing 22+ hours of surgeries
- Increased website's user satisfaction by 30% by conducting end-to-end research, e.g. define research and recruitment strategies; create test materials; conduct card sorting and usability testing; and synthesize data

SMART Technologies

User Experience Research Intern

Calgary, AB

October 2014 – June 2015

- Released a web-app feature for multi-device classrooms (age 4 to 17) by leading end-to-end R&D process and working with PM, developers, and product teams in agile environment
- Reduced teacher workload and improved student collaboration; Feature was reviewed as life-saving by a student

University of Waterloo

User Experience Researcher

Waterloo, ON

September 2010 – August 2016

- Led and developed a digital tabletop strategy game in Java by mentoring 4 junior researchers
- Revealed deep insights into players' perceptions and pattern through qualitative and quantitative studies, e.g., competitive analysis, interview, usability testing, video analysis, and statistical analysis
- Demonstrated innovation, motivation, and project management skill through scholarships (\$103k), grants (\$40k), research publications (10), and workshop presentations (4)

Education

University of Waterloo

Doctor of Philosophy, Systems Design Engineering (in Human-Computer Interaction)

Waterloo, ON

September 2010 – August 2016

Master of Mathematics, Computer Science

September 2008 – July 2010

Bachelor of Computer Science, Honours

September 2004 – April 2008

Interest

Settlers of Catan, Ni no Kuni, no-knead bread, Dr. Stone (best anime in years), night trains in Italy, event coordination (especially weddings!), and volunteer with children