

ALEXANDRIA Y. LEE

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EXPERIENCE

Graduate Student Researcher | Jan 2018 – Current
Nature Collections App | Seattle, WA

Currently conducting research with a UW PhD student as part of a directed research group to discover if apps can lead to increased engagement with nature in children ages 8-12. Running a two-part comparative studies between “Nature Collections” Android app and standard smartphone camera app.

- Created research materials for the study (consent forms, protocols, pre- and post-surveys)
- Moderated pre-study interviews with parents and children participating in the study
- Conducted focus groups with and observations of 50 middle schoolers using the Nature Collections and camera apps
- Completed qualitative data analysis on observation portion of study in group coding sessions
- Currently performing quantitative data analysis using SPSS for pre- and post-PANAS data

Graduate Student Usability Researcher | Jan 2018 – Mar 2018
Providence Health & Services | Seattle, WA

Planned and conducted a 3-month usability study for Swedish Medical's Express Care website as part of a client partnership in a Usability Studies course.

- Employed mixed-methods research (task observation, post-task survey, and semi-structured interview)
- Facilitated the study in part using Morae Usability Testing software
- Analyzed data using affinity diagrams, user flow analysis, and descriptive statistics
- Presented findings to Providence's UX, marketing, finance, and engineering teams
- Findings will drive Q3 and Q4 redesigns of the website

Research Consultant | Dec 2014 – Jan 2015
Microsoft (through 110 Consulting) | Bellevue, WA

Coordinated and conducted structured interviews with over 50 Microsoft cloud team leaders. Respondents represented Microsoft cloud computing teams from all over the world (US, UK, Netherlands, Japan, Korean, China, India).

Psychology Research Assistant | Nov 2012 – Dec 2013
Johns Hopkins Vision & Cognition Lab | Baltimore, MD

Conducted quantitative research on visual working memory with PhD student.

- Scheduled and administered experiments using MatLab
- Analyzed quantitative research data using Excel and SPSS
- Wrote end-of-semester research summary papers to present to lab members
- Designed, recruited for, and conducted three-month independent experiment on cognitive effects of watching television

Marketing Research Intern | Sep 2013 – Dec 2013
T. Rowe Price | Baltimore, MD

Completed a marketing research project on financial investment surveys for T. Rowe Price public relations team.

- Conducted competitive analysis research for consumer and investor surveys and press coverage
- Presented findings to marketing and public relations teams, which informed future survey creation and releases

EDUCATION

Master of Human Computer Interaction + Design

Sep 2017 – Aug 2018

University of Washington

JD Candidate

Aug 2015 – Jan 2016

New York University Law

BA Psychology

Aug 2010 – Dec 2013

Johns Hopkins University

SKILLS

Qualitative Methods

Heuristic Evaluation

Task Observation

Interviews

Card Sort

Diary Study

Cognitive Walkthrough

Guided Storytelling

Contextual Inquiry

Focus Groups

Ethnography

Technology

Morae

InVision

Sketch

Figma

SPSS

Adobe CC (Photoshop, Illustrator,

InDesign, Premiere)

Languages

Korean

Japanese