

Stacy Wang

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Professional Summary

Senior UX Researcher with 6+ years of experience in fintech, blockchain, AI/ML, and data products/data experiences. I lead strategic and tactical mixed-methods research that turns complex products into experiences people can understand, trust, and use. With a business degree, I combine my user empathy with a strategic business perspective to ensure data quality and track performance KPIs to drive product clarity and adoption. My strength lies in uncovering the “Ah-ha” moments that make products resonate.

Core Skills & Expertise

Research & Analysis: Qualitative & Quantitative Methods • Generative and Evaluative Research •

Human-Centered Design • Competitive Benchmarking • Research Strategy Development

Testing & Evaluation: Usability Testing • Focus Groups • Concept Testing • Persona Development • A/B Testing • Surveys • Heatmaps • Tree Testing • Jobs To Be Done • AI Essential Design Thinking Framework

Tools: UserTesting • Qualtrics • FullStory • Hotjar • UXTweak • Glassbox • Optimal Workshop • Figma • Miro • Jira • Asana • SurveyMonkey • Typeform • Google Analytics • Python • VSCode • Data Analysis Tools

Work Experience

AIML Data Operations, Apple

May 2025- Present

Directed planning and execution of AI/ML testing initiatives, incorporating qualitative and quantitative methods such as in-person user testing and moderated live dialogue sessions across iPhone and AirPods to gather user insights.

- Designed and deployed surveys to capture real-time user feedback, synthesizing qualitative insights from over 100 participants and constructing high-quality labeled datasets for training, evaluation and informed product enhancement decisions.
- Collaborated with AI/ML engineers, vendors, and research teams to implement QA/QC best practices and annotation guidelines using platforms like Syndata and Tag, ensuring data integrity and scalability for model training.
- Facilitated cross-functional communication by delivering actionable recommendations derived from user research, aligning technical constraints with user needs and research strategies.

Sr. UX Research Consultant, Deep Work Studio

Feb 2024- April 2025

Managed end-to-end UX research initiatives for early-stage Web3 startups, leading qualitative and quantitative studies including usability testing, surveys, and A/B tests to uncover user challenges and inform strategic product decisions.

- Developed and implemented research pipelines using Telegram/Discord survey bots and NFT/token incentives, establishing a robust feedback loop with over 2000 community members to support continuous improvement.
- Conducted competitive, generative, and evaluative research on DeFi onboarding and crypto card activation flows, identifying trust gaps, usability issues, and emotional barriers that directly improved wallet activation rates and user engagement.

- Synthesized complex research findings into actionable insights and strategic recommendations via concise reports and async Loom presentations, effectively communicating trends and future-state user journeys to cross-functional teams that drive 0 to 1 product development.

Sr. UX Researcher, NetApp

Nov 2021- Dec 2023

Supported five global products simultaneously as a cross-functional strategic partner. Led moderated and unmoderated testing to unify system health dashboards and infrastructure control panels across systems and tools. Operationalized research democratization using the UserTesting platform, empowering teams to run consistent, high-quality studies at scale.

- Conducted segmentation surveys, navigation testing, and top task analysis using Qualtrics, FullStory, and UXTweak to uncover insights that improved system health visibility and dashboard efficiency for enterprise users.
- Collaborated with global PMs, engineers, and designers to co-develop product roadmaps with user needs, business goals, and technical constraints that drive prioritization.

User Researcher and Strategist, Citibank

Dec 2019- Oct 2021

Early member of Citi's in-house UX Research team, focused on digital payment and banking acquisition and growth experiences. Co-created research best practices, streamlined research ops, and built a centralized repository to scale insights. Fostered human-centered design maturity by positioning research as a strategic partner, delivering insights that balanced user needs with business goals.

- Spearheaded research strategy for Payment Hub 2.0; executed mixed-method studies using Medallia analytics and qualitative interviews to uncover friction points, leading to a 30% increase in recurring bill completion.
- Executed usability tests, concept validation, and cross-functional co-creation workshops to support the early-stage design of chatbots and AI recommendation systems, contributing to human-AI interaction models and long-term innovation in Citi's fintech portfolio.
- Conducted international benchmarking across 13 markets and translated insights into journey maps and actionable recommendations, shaping product positioning, guiding localization strategy, and helping product and executive teams align on human-centric decisions.

UX Researcher, Soliton Systems

Nov 2018- Nov 2019

As a researcher consultant, I led UX research and design initiatives for early-stage SaaS products. Focused on implementing service design and foundational research practices, improving usability, and driving user-centric design by translating user needs into actionable product decisions.

Certifications

University of California, Irvine

Certificate in Human-Computer Interaction	2018
Certificate in International Tourism and Hotel Management	2012
Certificate in Marketing	2011

Self-Learning

IBM AI Essential Design Thinking Framework	2025
IBM Enterprise Design Thinking	2025
UserTesting Certificate of Completion, NetApp	2023

Education

Feng Chia University, Taiwan B.B.A., International Business Administration	2008-2012
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