Nicolas Hung

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Professional Experience

Macy's & Bloomingdale's - New York, NY
Senior UX Researcher
March 2021 - Present

- Conducted generative and evaluative research on Search, Holiday Gift Guide (+47% CVR), Fragrance Finder, Subscription, Outfitting, Live Video Shopping, and Style Expert experiences.
- Collected and analyzed user behavior through interviews, usability studies, field visits, surveys, shop-alongs, watch-alongs and chat logs.
- Partnered with Designers, Analytics, Product Managers, Engineers and other UXRs to prioritize research opportunities.
- Advocated research findings to diverse audiences through written reports and in-person presentations.
- Shifted mindset of UX team from designing single features to thinking in terms of flows and journeys.
- Identified multiple cross-domain opportunities to reduce scope and align competing initiatives harming users.

Blue Fountain Media - New York, NY
Senior Information Architect, Researcher
2015-2019, 2021

- Championed the creation of a UX department and implementation of UX research practices.
- Mentored team members and executives about UX practices, research and industry trends.
- Designed and conducted user research, discovery analysis and strategic direction for B2B and B2C projects across multiple industries (Retail, IOT, Banking, Sass, Defense, Engineering, Farming, Hospitality, Education, Gaming, Healthcare, Entertainment and Recreation).
- Collaborated with strategists, developers, designers, copywriters, marketing and CRO to drive cohesive digital products.

Education

M.S Information, Human Computer Interaction
2014
School of Information
University of Michigan, Ann Arbor

B.S. Architecture
2011
Taubman College of Architecture and Urban Planning
University of Michigan, Ann Arbor

Research & Synthesis

- User Testing, Optimal Workshop, Fullstory, Hotjar, Medallia, Google Analytics, Adobe Analytics.
- Interviews, Contextual Inquiry, Surveys.
- Usability Testing, Concept Testing.
- Data Retrieval, Support Call Monitoring, Social Listening, Forum Analysis, Competitive Analysis.
- Affinity Diagramming, Personas, Journey Mapping, Task Analysis, User Flows, Storyboarding, Business Model Canvas, Card Sorting, Tree Testing.
- UX Audit, Heuristic Evaluation, Content Inventory & Audit.

Prototyping

- Figma, Axure, Sketch.
- Photoshop, Illustrator, InDesign, Vectonator.
- Rhino 3D, AutoCAD.
- Laser Cutting, 3D Printing, Model Making.

Languages

- HTML & CSS
- Python
- English, Spanish, Chinese Mandarin