FELICE LING

See portfolio for project details: https://www.feliceling.com/portfolio
felice.ling@gmail.com
856.308.2024

EXPERIENCE

Blue Brick Ethnography, LLC
Founder / Owner

2018 - Present *Founder / Owner*
2016 - 2018 *Independent Consultant*
Cambridge, MA

- Builds, develops, and manages direct client relationships
- Designs and conducts qualitative research studies
- Proposes recommendations for design based off of insights from research
- Facilitates design thinking workshops to translate insights into recommendations
- Takes on a range of projects: from broad strategic challenges to usability testing with specific products

  Clients Include: Odin / Luminopia, BEAM Interactive, Boston Mayor's Office of New Urban Mechanics, ViacomNEXT, Core Design Research

Luminopia, Inc.
User Research Lead

2019 - 2020
Cambridge, MA

- Planned, scoped, and conducted user research for product design
- Ran longer-term generative research in parallel with shorter-term user testing according to the needs of design and dev teams
- Delivered actionable findings in close collaboration with design lead and product manager

The MEME Design
Design Researcher

2014 - 2016
Cambridge, MA

- Conducted user research and analysis with an interdisciplinary team to generate design recommendations for tech products
- Facilitated workshops on creative thinking in product design to aspiring entrepreneurs; venues included MIT and DAT Ventures (a Boston-based accelerator for international entrepreneurs)

EDUCATION

M.A. University of Chicago, Master of Arts Program in the Social Sciences   2014
   Earl S. Johnson Scholar: Awarded to the student whose paper best combines high scholarly achievement with concern for humanistic aspirations and the practical applications of the Social Sciences

B.A. Amherst College, Anthropology & English, *Magna Cum Laude*   2010

SKILLS

Design Research: Remote Testing, Video Diaries, Ethnography, Contextual Interviews, User Interviews, Expert Interviews, Prototype Testing, Design Thinking, Usability Testing, Basic Video Ethnography, Workshop Facilitation

Languages: Cantonese (Bilingual Speaker), Mandarin Chinese (Intermediate conversational, reading, and writing)

Technology Proficient: Google Drive Docs, Microsoft Office Suite, Keynote, and a basic understanding of InDesign

Magician