

FELICE LING

See portfolio for project details: <https://www.feliceling.com/portfolio>
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Principal-level UX researcher turning user behavior into product strategy for complex, safety-critical systems. Led research for a real-world deployed robotaxi service and now advise teams on high-impact product decisions across emerging technologies.

EXPERIENCE

Blue Brick Ethnography, LLC

Founder / Principal Consultant

Independent consulting as
owner/operator LLC

2016 - present
Cambridge, MA

- Advise founders and product leaders as an embedded research partner on high-impact product decisions across digital and real-world experiences
- Help early-stage teams achieve product-market fit
- Translate user behavior into product, roadmap, and strategy decisions
- Guide high-stakes product trade-offs to increase adoption and retention
- Lead end-to-end research across software, hardware, services, and physical environments (in both B2B and B2C spaces)

Selected Engagements

- Helped a robotics startup preparing real-world deployments define target user and position product to achieve initial adoption
- Informed City of Boston policy guidance for low-threshold daytime shelters, contributing to the transition of a pilot engagement center into a permanent service model
- Advised product teams on roadmap trade-offs prior to major releases

Notable Clients: Familiar Machines & Magic, BEAM Interactive (BCG, Nuveen, Aruba, Flexera), Core Design Research, City of Boston's Mayor's Office of New Urban Mechanics

Motional AD

Principal UX Researcher

A company developing autonomous
driving technologies

2023 - 2024 *Principal UXR*
2021 - 2023 *Team Lead UXR*
2020 - 2021 *Founding & Senior UXR*
Boston, MA

- Founded the user research practice and helped scale it from 1 to 8 UXRs
- Led research for a real-world deployed robotaxi service with Lyft, informing safety-critical human-autonomy interaction and achieving 75.8 usability at rider rollout
- Developed research roadmaps aligned to company and product strategy
- Enabled cross-functional product decisions with product, design, and engineering leadership
- Mentored and managed a multidisciplinary research team
- Established accessible recruiting standards, increasing participation of travelers with disabilities (14% → 22%); results publicly shared at NACTO's Designing Cities 2022 conference
- Named inventor on 4 patents (3 provisional, 1 published) shaping the end-to-end robotaxi rider experience

Odin / Luminopia

Lead UX Researcher

A healthcare tech startup

2019 - 2020 *Lead UXR*

2018 - 2019 *Contract UXR*

Cambridge, MA

- Led research strategy for a clinically validated digital therapeutic delivering behavioral therapy to children with anxiety
- Guided product development from early concept to clinical validation through mixed-method research
- Evaluated MVP alongside a clinical study demonstrating measurable reductions in childhood anxiety
- Research contributed to therapy content later released by the Child Mind Institute

The MEME Design

Design Researcher

A boutique design research consultancy

2014 - 2016

Cambridge, MA

- Conducted generative and evaluative research for edtech and health tech clients ranging from startups to large companies (e.g., Samsung, iRobot)
- Performed contextual inquiry and usability testing to inform product design decisions

PATENTS (AUTONOMOUS VEHICLES – MOTIONAL AD)

- Ling, F., et al. (2025). Ride Comfort Improvement in Different Traffic Scenarios for Autonomous Vehicles. US Patent No. US-12296850-B2. US Patent and Trademark Office. / Inventor at Motional AD
- Cserna, B., et al. (2023). Autonomous Vehicle Notification System. US Patent No. US-20230347920-A1. US Patent and Trademark Office. / Co-Inventor at Motional AD
- Ling, F., et al. (2023). Techniques for Finding and Accessing Vehicles. US Patent No. US-20230111327-A1. US Patent and Trademark Office. / Inventor at Motional AD
- Ling, F., et al. (2022). Passenger Support System. US Patent No. US-20220345861-A1. US Patent and Trademark Office. / Inventor at Motional AD

EDUCATION

M.A. University of Chicago, Master of Arts Program in the Social Sciences (Anthropology) – Earl S. Johnson Scholar Award

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

SKILLS

Research Leadership & Product Strategy: Product-market fit, roadmap influence, cross-functional decision facilitation, stakeholder alignment

Design Research Approaches: Mixed-methods research, field & behavioral research, generative and evaluative studies, experimentation, workshop facilitation

Languages: Cantonese (Bilingual), Mandarin Chinese (Intermediate)

Tools (selected): Figma, Miro, video diary platforms, AI-assisted analysis tools

ADDITIONAL

Professional magician and live performer