

## FELICE LING

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

Experienced UX Researcher with 10+ years in research – specializing in helping tech startups develop emerging technologies. Experienced in advocating for the user, building research teams, and guiding multidisciplinary teams to make strategic product decisions. Expertise spans robotics, autonomous driving, healthcare tech, edtech, and finance.

## EXPERIENCE

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### Blue Brick Ethnography, LLC

*Founder / Owner*

Independent consulting as  
owner/operator LLC

2016 - present  
Cambridge, MA

- Led user research for a variety of clients in B2B and B2C industries, ranging from early-stage startups to large enterprises
- Project types range from broad strategic challenges to concept & usability testing – to inform the design of products, websites, mobile applications, hardware, service, and physical spaces

Notable Clients: Familiar Machines & Magic (robotics startup), BEAM Interactive (BCG, Nuveen, Aruba, Flexera), ViacomNEXT, 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

- Led consumer-facing product research, impacting the design of autonomous driving technology used by Lyft and Uber. Focused on hardware, software, and AV product integration – which resulted in a system usability score of 75.8 at soft launch with Lyft
- Led consumer-facing research for Motional's next-generation AV, utilizing innovative testing methodologies (conducting testing with physical prototypes like a fake cardboard vehicle; utilizing Grand Theft Auto or a projection room to simulate various robotaxi emergencies; and shadowing & observing competitors' vehicles in-action in San Francisco)
- Developed strategic research roadmaps to align with company and business goals
- Mentored and managed a team of multidisciplinary researchers
- Presented findings across teams, ensuring actionable insights were incorporated into design and development
- Championed inclusive design as a normalized part of research & design – increasing the percentage of research participants with travel-limiting disabilities year-by-year (from 14% to 22%), accurately reflecting US demographics
- Advocated for the voice of the users - in a way that increased demand for user research at Motional, resulting in the growth of the user research team (from me as the solo founding user researcher to a team of 8)

## **Odin / Luminopia**

*Lead UX Researcher*

A healthcare tech startup

2019 - 2020 *Lead UXR*

Cambridge, MA

- Led research strategy and execution, in order to ensure effective product-market fit for a digital application aimed at delivering cognitive behavioral therapy to children with anxiety
- Managed the end-to-end user research process: from ethnographic research (developing user personas and user journeys) to rapid iterative testing (designing a clinically-effective and user-friendly digital app) to animatic testing for early preproduction video content
- Led an evaluative UX research study of the MVP, in parallel with a clinical study – which showed measurable decreases in childhood anxiety
- Video content was released to the Child Mind Institute and nominated the ‘Best Special Production’ at the 48<sup>th</sup> Annual Annie Awards

## **The MEME Design**

*Design Researcher*

A boutique design research consultancy

2014 - 2016

Cambridge, MA

- Conducted user research with an interdisciplinary team to generate design recommendations for tech clients
- Collaborated on various research projects for edtech and health tech startups, as well as established tech companies (Samsung, iRobot)
- Performed in-depth contextual inquiries and usability testing to drive design recommendations

## **PATENTS**

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- 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). Ride Comfort Improvements in Different Traffic Scenarios for Autonomous Vehicles. US Patent No. US-20220355821-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**

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**M.A. University of Chicago**, Master of Arts Program in the Social Sciences (Anthropology Concentration)

Earl S. Johnson Scholar Award – for excellence in scholarship and practical application of the social sciences

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

## **SKILLS**

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**Design Research:** Ethnography, Contextual Interviews, Video Diaries, Card Sorts, Usability Testing, Concept Testing, Service Blueprints, UX Strategy, Storytelling, Workshop Facilitation

**Tools:** Miro/Mural/Figma, dscout, Google Drive, Microsoft Suite, Video Editing, AI tools (BT Insights, ChatGPT)

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

**Magician**