FELICE LING

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

EXPERIENCE

Motional AD
Principal UX Researcher

A company developing autonomous driving technologies

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

- Collaborate & align with cross-functional stakeholders across products
- Led a small team of mixed methods researchers
- Lead research. Projects include internal-facing products (a suite of digital applications for our operations team) & end user-facing products (a complex ride experience that includes service, hardware, & software)

Blue Brick Ethnography, LLC
Founder / Owner

Independent consulting as owner/operator LLC

2018 – 2020 *Founder / Owner*
2016 - 2018 *Independent Consultant*
Cambridge, MA

- Built, developed, and managed direct client relationships
- Designed and conducted qualitative research studies
- Facilitated design thinking workshops to translate insights into recommendations
- Project types ranged from broad strategic challenges to usability testing with specific products

  Clients Include: Odin / Luminopia (Healthcare Tech Startup), BEAM Interactive (BCG, Nuveen, Aruba, Flexera), Boston Mayor's Office of New Urban Mechanics, ViacomNEXT, Core Design Research

The MEME Design
Design Researcher

A boutique design research consulting firm

2014 - 2016
Cambridge, MA

- Conducted user research and analysis with an interdisciplinary team to generate design recommendations for tech products

  Clients Include: CampusTap (edtech startup), Samsung, SleepSense (healthtech startup & sleep tracking device), iRobot

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: Generative Research: Video Diaries, Ethnography, Contextual Interviews, 1-1 Interviews, SME Interviews, Creating Service Blueprints, Card Sorts; Evaluative Research (both remote & in-person): Concept Testing, Usability Testing Interviews; Design Thinking + Workshop Facilitation

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

Technology Proficient: Google Drive, Microsoft Suite, Miro, Video Editing, dscout

Magician