

## FELICE LING

See portfolio for project details: <https://www.feliceling.com/portfolio>  
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Experienced UX Researcher with 10+ years in research – specializing in helping tech startups develop emerging technologies. Skilled in advocating for the user, ensuring product-market fit, and guiding multidisciplinary teams to make strategic product decisions. Expertise spans robotics, autonomous driving, healthcare, 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 methods (with physical prototypes like a fake cardboard vehicle; utilizing Grand Theft Auto or a projection room to simulate robotaxi emergencies; and shadowing AV's in-action in San Francisco)
- Presented findings across teams – collaborating with designers and engineers to translate insights into product requirements
- Developed strategic research roadmaps to align with company and business goals
- Mentored and managed a team of 4 multidisciplinary researchers
- Championed inclusive 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 Insititute 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 inquires and usability testing to drive design recommendations

## **PATENTS**

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- 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**

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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**