

JANICE NG

Quantitative Researcher

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📍 Bellevue, WA, United States

WORK EXPERIENCE

Quantitative UX Researcher (Contract)

Meta

📅 Feb 2023 - Aug 2023 📍 Remote

- **Quality Benchmarking Study:** Supported a multi-country benchmarking survey of messaging apps. Developed a factor analysis plan to examine psychometric properties of survey items across countries.
- **Feature Adoption Research:** With log data, identified the proportions of Instagram users who are aware of the new feature as well as the conversion rates from user awareness to usage and ultimately to future usage intentions. Created data visualizations and presentation for cross-functional stakeholders.
- **Perceived Performance Enhancement Lit Review.** Conducted an extensive literature review of academic and internal research to identify elements of Design (e.g., user interface, progress indicator types) that contribute to a faster perceived user experience without changing the objective latency of applications

Consumer Insights Manager

Amazon

📅 Aug 2022 - Jan 2023 📍 Seattle, WA

- **Global Logo Recognition Tracker:** Led a global logo recognition study to assess Amazon's brand iconography across markets. Insights enabled the marketing team to adopt an abbreviated logo in local advertising campaigns.
- **Advertisement Evaluation:** Managed multi-country ad effectiveness trackers, delivering detailed, country-specific insights that informed local campaign strategies. Leveraged data to drive improvement in ad campaign to enhance consumer perceptions and brand sentiment, ultimately driving sales.
- **Campaign Attribution Analysis:** Conducted a meta-analysis on historical data to create a weighted attribution model of campaign effectiveness. This analysis helped identify which marketing teams' ads performed most/least effectively across overlapping campaign flights.

CAREER OBJECTIVE

Experienced Quantitative Researcher with a PhD in Psychology and deep expertise in research design, advanced statistical analysis, and data interpretation. Proven success in collaborating with cross-functional stakeholders to use data-driven insights to inform product strategy, enhance user experiences, and support decision-making. Seeking to leverage quantitative research skills to drive impactful product and design decisions in a research role.

EDUCATION

Doctor of Philosophy
Psychology

University of Illinois Urbana-Champaign

📅 Aug 2015 - Aug 2021

📍 Champaign, IL

🎓 4.0 GPA

Awards

- J. McVicker Hunt Award for Excellence in Graduate Research

Masters of Science
Psychology

University of Illinois Urbana-Champaign

📅 Aug 2015 - Dec 2018

📍 Champaign, IL

🎓 4.0 GPA

Awards

- **Ad Performance Code Frame:** Developed a code frame to analyze the commonalities of high-performing ads. This framework provided actionable insights into creative elements that drive ad success, informing future creative strategy and improving campaign targeting.
- **Pre-launch Ad Testing:** Led pre-test analyses for ad campaigns to assess creative breakthrough potential and brand perception uplift. Research directly influenced creative selection in campaign launches.

Market Research Consultant

Qualtrics

📅 Sep 2021 - Jul 2022 📍 Seattle, WA

- **Brand Tracking Solutions:** Executed large-scale brand tracking projects from design to sustainment, contributing over \$300K in new project revenue. Provided ongoing methodological consultation, which led to increased client satisfaction and over \$164K revenue from project renewals.
- **Cross-functional Training:** Led internal training sessions on advanced statistical concepts (e.g., sampling techniques, advanced survey design) to enhance the research capabilities of cross-functional teams, improving project delivery efficiency.

Consumer Insights Intern

Wellbe, Inc.

📅 Jul 2021 - Sep 2021 📍 Remote

- **Bariatric Consumer Personas:** Conducted advanced statistical analyses, including latent profile analysis, to identify key bariatric consumer personas. Identified predictors of consumer confidence and intention to undergo bariatric surgery, providing data-driven insights that informed product development strategies.
- **Data Visualization:** Designed and presented infographics that visualized both descriptive and inferential statistics for cross-functional teams, facilitating data-driven decision-making and enhancing stakeholder understanding of key consumer insights.

Lead Researcher

University of Illinois Urbana-Champaign

📅 Aug 2015 - Aug 2021 📍 Champaign, IL

- Directed an experimental study in collaboration with Dr. Eva Pomerantz (UIUC) and Dr. Florrie Ng (Chinese University of Hong Kong) to understand how American and Chinese parents' goals shape their responses to children's performance
- Manipulated American and Chinese parents' goals and observed how they responded to their children's success and failures
- Quantified observations and managed final dataset
- Conducted data analysis (e.g., MANOVA) and published findings in Child Development

- NSF Graduate Research Fellowship Honorable Mention

Bachelor of Science

Psychology

University of Illinois Urbana-Champaign

📅 May 2011 - May 2015

📍 Champaign, IL

🎓 4.0 GPA

Awards

- Developmental Psychology Outstanding Undergraduate Student Award

SKILLS

- Quantitative research methods
- Qualitative research methods
- Qualitative data analysis
- Survey design
- A/B testing
- Usability metrics
- Multivariate analysis
- Regression analysis
- Structural equation modeling
- Cluster analysis
- Longitudinal data analysis
- Competitive benchmarking
- Data visualization
- Storytelling with data
- Cross-functional collaborations
- SPSS
- Mplus