

Sin Lee Loh

User Experience Researcher

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368 Elm St #306, San Francisco, CA 94102

SELECTED EXPERIENCE

eBay, Inc.

San Jose, CA, USA

User Experience Researcher

September 2013 – Present

- Led user experience research with cross-functional stakeholders to deliver usable, engaging, and delightful end-to-end user experiences of eBay's Motors, Fashion, and Deals products.
- Planned, executed and analyzed multi-phase studies to inform long-term product strategy across platforms, devices, and operating systems. Delivered quick findings for time-constrained stakeholders by using lean, iterative studies for tactical and actionable insights.
- Maintained strong relationships with stakeholders by collaborating closely throughout product lifecycle to ensure that deliverables were timely, impactful, influential and inspiring.
- Conceived and facilitated workshops to drive collaborative innovation by focusing on core customer needs and wants.

User Experience Research Intern

June 2012 – August 2012

- Worked closely with product and design teams to develop and execute an 11-week multi-phase research study intended for a complete website redesign targeting 3 user groups.
- Developed and executed protocols for 33 in-person laboratory sessions using multiple methods including interviews, participatory design studies and usability testing of semi-functional prototypes.
- Assisted in creation of an online survey with 4000 respondents to assess awareness, reception and usability of product.
- Triangulated data and delivered findings to team, including providing recommendations for user experience enhancement.

Multi Fibre, Sdn. Bhd.

Johor Bahru, Johor, Malaysia

Mechanical Engineering firm specializing in steel fabrication for oil & gas industries

Assistant Administration Manager

August 2010 – July 2011

- Assured compliance with ISO 9001 standards in efficient management and achieved zero-incidence accident rate through the application of OHSAS 18001 protocols. Company wins award for excellence in safety from FMC Technologies Ltd.
- Participated in company pitches to clients of technical and non-technical backgrounds. Over RM7 million in projects secured from Shell and FMC Technologies Ltd, partially due to track record of excellence in safety compliance measures.

EDUCATION

San Jose State University

Master of Science in Human Factors & Ergonomics; CGPA: 3.89

2011 – 2013

Master's thesis: "Effects of White Space on Consumer Perceptions of Value in E-Commerce"

California State University, Fresno

Bachelor of Arts in Psychology, with Honors; CGPA: 3.93

2006 – 2009

Honors thesis: "Perceptual Adaptation in Stable and Unstable Virtual Environments"

Honors and Awards

- Distinguished International Undergraduate Award 2009
- International Commencement Ceremony Undergraduate Speaker 2009
- Leon S. Peters Leadership Award 2008-2009
- Vivian I. Pickford Memorial Scholarship 2008-2009
- California State University, Fresno Alumni Association Scholarship 2008-2009

Chartered Institute of Technology (CITECH), Singapore

Diploma in Graphic Design

2002 – 2003

SKILLS

- Participatory design studies
- Diary studies
- Contextual inquiries and ethnographies
- Usability testing
- Concept testing
- Focus groups
- Rapid iterative testing and evaluation (RITE)
- Heuristic evaluations & cognitive walkthroughs
- Task analysis
- Card sorting and tree testing
- Interviews & questionnaires
- Statistical analysis
- Storyboarding & prototyping
- Design thinking facilitation
- Developing conceptual model