

Heejin Baik

UX Researcher · Seattle, WA · (310) 924-0754 heejin.baik@gmail.com

[Portfolio](#) (pw: jewelorchid100)

PROFILE SUMMARY

- Dedicated and results driven **UX Researcher** with 4 years of experience in conducting qualitative and quantitative research to deliver actionable insights that drive product and design decisions
- Detail and action-oriented, empathetic and analytical with strong interpersonal skills – able to collaborate effectively and work seamlessly with cross-functional teams, interact with a variety of users, and maintain great rapport even under challenging circumstances to ensure project success

WORK EXPERIENCE

ADP Pasadena, CA

UX Researcher (Hybrid), October 2021 – July 2024

- Conducted end-to-end UX research to improve multiple pages and features within Wisely (prepaid debit card for employees and consumers) and Tax Products completing each project within a 6-week cycle
 - Boosted internal tax processor satisfaction, elevating NPS scores from 30 to 50
 - Optimized multiple workflows within Wisely, leading to a 15% reduction in errors, penalties, and interest for ADP
 - Achieved a 30% increase in user satisfaction for multiple pages and features, as measured by pre- and post-assessment scores
 - Orchestrated a mixed-methods research project that proposed multiple solutions, resulting in a projected savings of \$1.5 million for ADP on Wisely card orders.
 - Conducted over 50+ user interviews
 - Presented complex research findings to senior stakeholders, ensuring that insights were actionable and aligned with business priorities
- Successfully managed dual roles by covering for a colleague on maternity leave for 9 months, effectively handling the research responsibilities of a two-person job and ensuring seamless project continuity and team productivity

Employment gap due to Covid 19 Pandemic

UX Research Coordinator, May 2019 – June 2020

- Managed participant recruitment and research processes for 20+ studies, providing insights that guided product development and improved user experiences
- Collaborated with diverse, cross-functional teams to ensure alignment between user research, product strategy, and business objectives
- Contributed to the design and implementation of usability testing frameworks, resulting in increased user engagement and improved product-market fit

Service Design Consultant, Be-Un Consulting (Feb 2021 – June 2021)

Apprenticeship | January 2020 – Sept 2022

- Led research efforts for various industries, including healthcare, banking, and SaaS, applying both qualitative and quantitative methods to uncover critical insights for product and service development
- Designed and executed mixed-method research plans tailored to project goals, employing user interviews, surveys, and product data analysis
- Synthesized research into actionable insights and compelling narratives that drove empathy and inspired innovation across teams

EDUCATION

University of California, Los Angeles, Bachelor of Arts, Study of Religion, Spring 2006

Lund University, Lund, Sweden, *Educational Abroad Program*, 2004-2005

ADDITIONAL TRAINING

UC Davis Extension – *Quantitative Research* 2024

DeQue University – *Accessibility Training* 2024

Udemy – *Cyber Security: Awareness Training for Everyone* 2024

LinkedIn Learning – *Foundations of UX Research 2024, Using AI in Research Projects* 2024

UN Consulting – *Seminar Leader, Program Manager, Service Design Consultant* (2019 - 2023)

RELEVANT SKILLS

Qualitative & Quantitative Research Methods

Usability Testing & User Interviews

Journey Mapping & Persona Creation

Data Analysis & Synthesis

Cross-functional Team Collaboration

Research Tools: UserTesting, Optimal Workshop

Design Tools: Figma, Sketch

Agile Methodology & Stakeholder Communication