

Heejin Baik

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[Portfolio](#) (pw: jewelorcid100)

PROFILE SUMMARY

- UX Researcher with 4 years of experience leading end-to-end qualitative and mixed-methods research to drive product strategy and improve user experiences.
- Proven ability to build research roadmaps, execute studies, analyze user behavior, and present actionable insights to stakeholders.
- Expertise in usability testing, customer journey mapping, persona development, and behavioral data analysis to optimize digital experiences

WORK EXPERIENCE

Griselda Labs / Los Angeles, CA

Freelance UX Researcher (June 2025 - current)

- Led discovery research for two early-stage applications in the education and healthcare spaces
- Conducted stakeholder interviews, user interviews, and exploratory research to uncover user needs, pain points, and product opportunities
- Synthesized findings into actionable insights to guide product direction and feature prioritization
- Supported research planning, screening, and protocol development across product teams

ADP | Pasadena, CA

UX Researcher (October 2021 – July 2024)

End-to-End UX Research

- Led end-to-end research programs for Wisely (prepaid debit card) and Tax Products, defining research roadmaps, planning studies, and setting research priorities aligned with business objectives
- Designed and executed comprehensive qualitative research studies, including user interviews, usability testing, focus groups, diary studies, ethnographic research and field studies to optimize user experience

Analyzed Customer Feedback & Metrics

- Delivered insights that influenced key product decisions for Wisely workflows leading to a 30% increase in user satisfaction and a 15% reduction in errors and penalties
- Led a mixed-methods project that proposed solutions projected to save \$1.5 million in Wisely card orders

Synthesis of Data & Insights

- Consolidated data from diverse research activities developing comprehensive insights to inform strategic decisions at ADP

Stakeholder Communication

- Presented complex findings to senior stakeholders, ensuring insights were actionable and aligned with business goals

UX Research Coordinator (May 2019 – June 2020)

- Managed participant recruitment and research processes for over 20 studies, delivering insights that shaped product development and enhanced user experience
- Collaborated with cross-functional teams to ensure alignment between user research, product strategy, and business objectives
- Contributed to designing and implementing usability testing frameworks, which increased user engagement and improved product-market fit

Be-Un Consulting

Service Design Consultant (Jan 2020 – Sept 2022)

Apprenticeship

- Designed and executed research findings for cultural, operational and organizational improvements for IQLV Laser Vision
- 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 (UCLA) – Bachelor of Arts, Study of Religion (2006)

Lund University, Sweden – Education Abroad Program (2004-2005)

ADDITIONAL TRAINING

UC Davis Extension – Quantitative Research (2024)

Deque University – Accessibility Training (2024)

Udemy – Cybersecurity Awareness Training (2024)

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

RELEVANT SKILLS

Research and Analysis:

Quantitative & Qualitative Research (U&A, Segmentation, Conjoint, Concept Testing, Pricing Studies), Mixed-Methods Research (Usability Testing, Surveys, Behavioral Data Analysis), Journey Mapping, Persona Development, Customer Feedback Analysis

Data Analysis & Tools:

- Statistical Analysis: Excel (Pivot Tables, Regression, Factor & Cluster Analysis)
- Research Platforms: Qualtrics, UserTesting, Optimal Workshop, Maze, SurveyMonkey
- Collaboration & Design Tools: Figma, Miro, Pendo, Dovetail

Project Management & Collaboration:

- Cross-Functional Collaboration (Product, Design, Engineering, Data Science)
- Stakeholder Presentations & Research Strategy
- Agile Methodology & Product Lifecycle Research