Grace Lau (Ph.D.)

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User Experience Researcher

Ph.D. from the top social psychology program in Canada (University of Waterloo) with hands-on, practical experience in market research. Experienced in **consumer product research**; **customer segmentation** and **competitive analysis**; **tracking and measuring satisfaction and net-promoter**; designing and conducting quantitative research; **managing research vendors and customer panels**; and **SPSS**. Passionate in advocating for user needs. Excellent in communicating research findings in a way that inspires action; no gobbledygook.

Core Competencies

- Market research
- User experience research
- Quantitative research
- Consumer research
- Product research
- Primary research
- Research methods
- Customer segmentation
- Competitive analysis
- Satisfaction tracking

- Research vendors
- Customer panel
- SPSS
- Key performance indicators
- Survey creation
- Data collection
- Data analysis
- Data visualization
- Focus groups
- One-on-one interviews

- Workshops
- Statistics
- Digital analytics
- Regression analysis
- Factor analysis
- Structural Equation Modeling
- A/B testing
- Multivariate testing
- Psychology
- Infographics

Professional Experience

Research Manager   Jan, 2012 – Nov, 2013

Sentis Market Research Inc., Vancouver, BC, Canada

Two years in a market research firm working side-by-side with industry veterans with 42 years of combined experience. Quickly learned the ropes of the industry. Conducted primary research for large companies in diverse industries.

Consumer product research; Customer segmentation; Competitive analysis

- Conducted an online survey for a lifejacket manufacturer to gain understanding of the US/Canada marine recreational market. Managed research vendor to survey 2,000 Americans and Canadians active in water sports. Evaluated competitive landscape and profiled distinct customer segments; analyzed data with 300 metrics. Used effective data visualization in report. Completed report in 50% less time due to strong SPSS and PowerPoint skills. Recommended a clear strategy for product communication and which segments to target given the client's brand positioning that could increase annual revenue by $141 to $158 million USD.
- Designed and conducted a survey for a supermarket chain interested in introducing new products in stores. Worked with a research vendor to survey 1,000 residents on their grocery shopping habits, their interest in various product ideas, etc. Gained understanding of customers and the competition through segmentation. Identified opportunities for increasing annual revenue by $5.5 million CAD.

Tracking and measuring satisfaction and net-promoter; Customer panel

- Responsible for tracking and measuring customer satisfaction and net-promoter for the biggest telecommunications company in western Canada. Managed logistics of the initial set up including survey design, customer panel, the computer-assisted telephone interview (CATI), and online survey. Oversaw data collection and data processing (merging, cleaning, weighting, coding open-ended responses, and producing crosstabs).

Presented results in semi-annual reports. Developed a strategy that decreased project cost by 30% while speeding up completion by 33%.

⊞   Managed an ongoing study tracking and measuring patient satisfaction and net-promoter for a medical surgery centre for two years. Emailed survey link to patients 2 to 4 weeks after discharge; programmed and monitored online survey. Designed and produced infographics every month to report findings. Highly praised for graphics design and visual layout.

Turning complex data into insights and opportunities

⊞   Turned complex survey data for Canada's largest community foundation into insights on how to get residents to become more involved with their community. Data set had 4,000 respondents and 86 metrics possibly related to community involvement. Successfully identified 6 key drivers of community involvement and mapped the causal pathways among the key drivers through structural equation modeling. Insights being used to guide $10 million of funding initiatives; led the Vancouver city mayor to create the "Engaged City Task Force" to strengthen residents' community involvement.

Proficiency with SPSS

⊞   Nine years of experience with SPSS. Can perform regression, ANOVA, factor analysis, etc.

⊞   Developed technique in SPSS to produce data analyses more efficiently using SPSS syntax. Sped up completion for each project by at least 20% and saved at least 30% in costs.

Assistant Professor in Psychology (contract)   2010
Sessional Instructor in Psychology (contract)   2009
Simon Fraser University, Burnaby, BC, Canada
Adjunct Lecturer in Psychology (contract)   2008
University of Waterloo, Waterloo, ON, Canada
Taught six social psychology courses; focused on findings from experimental and survey research.

Experience in leading workshop/brainstorming activities

⊞   Led workshops in tutorials and seminars; received high praise from students for workshop in which they practiced confronting someone for making a prejudiced remark.

Achievement

User Experience Research Blogger (www.gracelau.net)   Feb, 2014 – Present
Providing tips and commentaries on quantitative user experience research twice a week. Blog posts include:

⊞ 5 Steps to Compare Multiple KPIs	⊞ Research Lessons from American Idol
⊞ 5 Survey Tips in UX Research	⊞ 3 Steps to Calculate Sample Sizes for Experiments
⊞ "Decrapifying" Data Presentation	⊞ What if my Sample Size is Not Big Enough for my Experiment?

Publication

Loving Those Who Justify Inequality: The Effects of System Threat on Attraction to Women   2008
Who Embody Benevolent Sexist Ideals. *Psychological Science.* Volume 19: 20-21.

⊞   First author publication in a peer-reviewed, academic journal that publishes only high-quality, original research; only 11% of submissions accepted for publication. Published experimental research with multivariate testing. Featured in the *Boston Globe* and *The Record* (a local newspaper).

Awards

SSHRC Doctoral Fellowship, $60,000*   2007 – 2009

President's Graduate Scholarship, $40,000   2004 – 2009
Ontario Graduate Scholarship, $15,000   2005
SSHRC Canada Graduate Scholarship - Master's, $17,500*   2004
SSHRC awards are highly competitive; recipients must demonstrate exceptional talent & pass through three rounds of elimination from various committees among thousands of applications across Canada: http://goo.gl/msL0W

Education

Doctor of Philosophy (Psychology)   2006 – 2009
Master of Arts (Psychology)   2004 – 2006
University of Waterloo, Waterloo, ON, Canada
Bachelor of Arts (Psychology with honors)   1999 – 2004
Simon Fraser University, Burnaby, BC, Canada

Undergraduate research methods & statistics courses
- Introduction to Research Methods in Psychology
- Introduction to Data Analysis in Psychology
- Introduction to Statistics for the Social Sciences
- Intermediate Research Methods and Data Analysis

Graduate research methods & statistics courses
- Research Design I: Experiments
- Research Design II: Research Studies
- Analysis of Variance
- Multiple Regression
- Advanced Multivariate Models and Structural Equation Modeling