

# Crystal M. Pang

## Qualitative UX Researcher

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### About

Experienced B2B and B2C Researcher. Performed research throughout all product design phases within e-commerce, ads, mobile, enterprise, customer experience, chatbot, and retail

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### Contact

Location: San Francisco Bay Area  
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Phone: 646-402-1726  
Portfolio: [www.crystalmpang.com](http://www.crystalmpang.com)

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### Industries

Media, entertainment, telecom, technology, retail, financial services, automotive, SaaS

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### Methods

Usability Tests (moderated & unmoderated) // 1:1 interviews // Ethnography // Surveys // Focus Groups // Card Sorts // Concept Studies // Diary // A/B Tests // Lab + Remote Tests // Participatory Design // Workshops // Shadowing

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### Tools

**Recruiting:** User Interviews, Respondent  
**Usability:** UserTesting, UserZoom, UsabilityHub, Lookback  
**Survey:** SurveyMonkey, Typeform, Qualtrics, Hotjar  
**Card Sort:** Optimal Workshop  
**Analysis:** Excel (Sheets, AirTable), PowerPoint (Slides), Reduct

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### Fun

Blogger @veganeatsnyc, Pokemon, Dog Training, Hiking "Moderate" Trails (according to AllTrails)

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### Experience

#### Atlassian / Lead UX Researcher, Support

September 2022 - Current

Focused on JIRA Support products (support chat, ticketing)

#### Rivian Automotive / Senior UX Researcher, Enterprise

February 2022 - August 2022

Research lead and subject matter expert for RivianOS (internal system focused on vehicle service, facilities, and supply chain management)

- Influence quarterly product feature roadmap across 6 teams, resulting in higher CSAT and decreased time on task (in-prod)
- Develop and execute 3-quarter research roadmap based on in-field contextual inquiry methods
- Led the service team's first design-focused workshop, prioritization tracker, and service blueprint
- Mentor junior researchers and enable new process for democratized research support across 2 smaller product teams

#### Zendesk / Senior UX Researcher, Platform

November 2020 - February 2022

Led global B2B research projects for the admin and agent experience

- Led rolling research that tested 18 features over 6 months
- Designed and executed foundational diary and shadowing agent study, influencing 6 global (APAC, AMER, EMEA) teams to roadmap 10+ product dev opportunities
- Evangelized research for 100+ designers and product managers with a user testing program and persona "starter packs"

#### Spotify / UX Researcher, Ads (Contract)

July 2020 - October 2020

Design and execute user research for the mobile ads experience

- Led first-ever Siri discovery study and prioritized research roadmap that impacted long-term voice ad strategy
- User tested 4 designs for lead generation and scoped quant tests with data scientists that improved click-thru rate and conversion

#### Accenture Interactive / UX Research Consultant

August 2017 - July 2020

Delivered 20 research projects for 15 clients focused on growing research capabilities and executing research to scale concepts and perform further quant tests (like A/B Testing)

#### Verizon (via Accenture) / Research and Innovation Lead

August 2017 - September 2019

Designed and implemented the client's first innovation center focused on AI projects for retail environments valued at \$250M

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### Education

#### New York University: Gallatin School of Individualized Study /

BA in Design Research with a Minor in Nutrition

September 2013 - May 2017

GPA: 3.81/4.0; Magna Cum Laude, Dean's Honors Program