

Thuy-Vy Nguyen

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EXPERIENCE

UX Researcher

May 2023 – Present

Penn Entertainment (*owns and operates theScore, a Canada-based sports media app with ~4M MAUs across N. America, and partners with ESPN to operate ESPN BET*)

- Led generative research to support conversion from the ESPN app to ESPN BET, uncovering user journeys, needs, and motivations using a diary study and surveys; facilitated design workshops and incorporated concepts into research presentations to align stakeholders and inform product direction
- Pitched and led foundational research on content personalization in theScore, conducting interviews and surveys to inform strategy and prioritize a new personalized page on the roadmap
- Triangulated insights from three studies and product analytics to understand drivers of long-term engagement and loyalty in theScore; partnered with the principal designer to integrate two retention-driving features (20% increase at Day 30) into a high-traffic page
- Conducted evaluative research on the theScore's First-Time User Experience and feature discoverability, surfacing friction points and informing UX changes to improve early user retention
- Revamped a recurring ESPN BET pulse survey by integrating behavioral metrics, automating analysis, and redesigning report templates, leading to streamlined execution, reduced duplication, and delivery of more actionable, relevant, and frequent product and design insights
- Managed an intern and mentored a junior researcher who was later promoted to a more senior role

Senior User Research Analyst

Dec 2021 – Apr 2023

The Walt Disney Company (*Consumer Products, Games, & Publishing division*)

- Spearheaded in-house usability testing by leading in-person & remote studies for e-commerce websites, mobile apps, and hardware, reducing vendor spend by over \$300K
- Synthesized findings from a heuristic evaluation of a mobile app, focus groups, and data analytics to identify 12 actionable recommendations, mitigating a forecasted 2M (8%) drop in user base
- Conducted concept testing for an experience using emerging tech, resulting in a significant change in product direction to better align with user needs
- Trained intern in research process and provided 80+ hours of 1:1 mentorship
- Presented work to creator of Disney characters, informing global strategy

SKILLS

Research: Interviews - Surveys - Usability Test - Contextual Inquiry - Diary Study - Concept Test - Card Sorting - Participatory Design - Journey Mapping - Heuristic Review - Focus Groups - Personas - A/B Test

Design: Figma - Miro - Sketch - Prototyping - Storyboarding - Wireframing

Technical: UserZoom - UserTesting - Qualtrics - PlaybookUX - Great Question - Microsoft Excel - Python - R

Certificates: Data Analysis with Python - Statistics Foundations 3: Using Data Sets - Surveys and Questionnaires for UX Projects - UX Foundations: Accessibility

EDUCATION

Master of Human-Computer Interaction

August 2021

Carnegie Mellon University

Bachelor of Arts, Neuroscience, minor in Art History

June 2019

Dartmouth College