Thuy-Vy Nguyen

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UX Researcher with years of experience leading end-to-end research investigating complex user behaviors across large-scale product ecosystems. Expert in qualitative and quantitative methods, and proven collaborator, uncovering actionable insights that drive product, design, and engineering decisions.

EXPERIENCE

UX Researcher   May 2023 – Nov 2025

theScore *(a sports media app with ~4M MAUs across N. America; partnered with ESPN to operate ESPN BET)*

- Led generative research using diary studies, interviews, and surveys to map the journeys, needs, and motivations of distinct user segments across ESPN and ESPN BET; facilitated workshops and presentations to align product and design teams and improve cross-platform adoption
- Pitched and executed foundational research on personalization in theScore by conducting interviews and surveys to uncover mental models, sentiments, and expectations; shaped product strategy and roadmap priorities in partnership with product, design, and data science
- Triangulated findings from three user studies and collaborated with data analytics to understand drivers of long-term engagement and loyalty in theScore; partnered with product and the principal designer to integrate two retention-driving features (20% increase at Day 30) into a high-traffic page
- Conducted evaluative research on theScore's First-Time User Experience and feature discoverability, surfacing friction points and informing changes to increase activation and new user retention
- Scaled and operationalized a recurring user survey by integrating behavioral metrics, automating analysis, and standardizing reporting; reduced analysis time by 50% and doubled the annual reporting cadence to meet stakeholder needs for more timely, data-driven insights

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 mobile apps, e-commerce websites, 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
- 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: UserTesting.com - UserZoom.com - Dscout - Qualtrics - Microsoft Office Suite - Python - R

EDUCATION

Master of Human-Computer Interaction   August 2021

Carnegie Mellon University

Bachelor of Arts, Neuroscience, minor in Art History   June 2019

Dartmouth College