Emily Tsai

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SUMMARY

UX researcher at Google with 3+ years of mixed-methods research on wearables and AI features. Leads generative and evaluative studies end to end that have shaped launch decisions and shipped features.

WORK EXPERIENCE

UX Researcher | Google, Mountain View, CA **JUN 2024 – PRESENT**

- Led end-to-end mixed methods research evaluating the smartwatch gesture experience; uncovered a critical use case for dormant-state interactions, leading PM to prioritize engineer roadmap.
- Translated ambiguous stakeholder questions into measurable research metrics for a Smart Wake diary study; uncovered a critical satisfaction drop from premature wake-up timing, driving a product decision to recalibrate the smart alarm's wake-up timing.
- Designed quantitative surveys to evaluate the diversity of AI model-generated smart replies, delivering design guidelines for optimal reply count and content variety using inferential statistics.
- Integrated AI tools (Gemini, Jetski) across the research workflow, from exploring methodology to data cleaning, statistical analysis and report slides, accelerating delivery of research insights.

UX Design Intern | Mitsubishi Electric Automotive America, Northville, MI **MAY 2023 – AUG 2023**

- Ran usability evaluations with expert operators on a B2B fleet management platform, translating dense data layers into intuitive workflows.
- Redesigned the information architecture and user flows of a legacy tool, creating high-fi Figma mockups and handing off 7+ autonomous vehicle features to engineering.

UX Researcher | Compal Electronics, Taipei, Taiwan **JUL 2021 – AUG 2022**

- Led a longitudinal generative diary study to inform a US market entry; used data-backed evidence to prioritize features, persuading executives to shift product strategy and supporting a successful US launch.
- Synthesized AI failure patterns through log analysis; identified high-frequency false positives and missed scenarios, driving targeted model retraining by the engineering team.

EDUCATION

M.S. in Human-Computer Interaction | University of Michigan, Ann Arbor, MI Graduated: 2024

B.S. in Psychology | National Taiwan University, Taipei, Taiwan Graduated: 2021

SKILLS

UX Research: Interviews, Contextual inquiry, Usability testing, Competitive benchmarking, Diary studies, Surveys, Log analysis

Tool: Figma, Qualtrics, Dovetail, SQL, R, Python, Excel, PowerPoint