Ming (Maggie) Qian

A passionate mixed-methods User Experience Researcher with prior professional experience in technology consulting for Fortune 500 companies. Proven ability to conduct qualitative and quantitative research to provide strategic solutions to solve business problems, enhance customer experience, and raise operational efficiency.

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EXPERIENCE

Dell Technologies, Boston, MA   JUN 2020 – PRESENT

User Experience Researcher (SEP.2020 - PRESENT)
Research Focus: AI, Developer Experience, 5G and Cloud Platform

- Leads various agile UX research projects to derive insights into users, tasks, and mental models with methodologies including competitive analysis, usability testing, interviews, field research, workshops, and contextual inquiry, etc.
- Collaborates with cross-functional stakeholders including product managers, engineers, designers, writers, support team, and leadership to identify and prioritize research questions, opportunities, and product strategic directions
- Defines the user experience of new products in rapidly evolving landscapes without incumbent solutions and products as references
- Architects organizational UX development framework and guidelines via evergreen research and defines strategic features and functionalities for products' future releases
- Oversees vendors for research recruiting by setting budgets, screeners, and running pre-calls

User Experience Research Intern (SUMMER 2020)
Research Focus: Storage Monitoring

- Interviewed 30+ storage product specialists and users by conducting workshops to discover and align insights and workflows
- Crafted monitoring structures and presented key findings, pain points, and business impacts to product teams and the CTO office

Deloitte Consulting, Boston, MA   JAN 2017 - JUL 2019

Business Technology Analyst – Life Sciences | Energy (JUL 2018 - JUL 2019)
Project Focus: Product commercialization, user journey, and persona mapping
Client: A $6B clinical-stage gene therapy (personalized-medicine) company

- Designed and mapped out client's end-to-end product commercialization process and scenarios with client leadership
- Identified existing process pain-points, mapped out critical interdependencies, and enhanced supply chain hand-off processes' clarity and efficiency through thoroughly interviewing cross-functional client stakeholders
- Defined persona, happy path, and system downtime recovery strategies to minimize the risk of delaying patients' treatment

Project Focus: Container research, dashboard mockup design, and brand-transformation initiatives
Client: A $110B international oil and gas company

- Conducted qualitative and quantitative research analysis for a take-out container's design that can be reused by restaurants and presented key design insights for the final container prototype
- Designed a mock dashboard prototype for the client digital display to promote their new transformation initiatives

Business Technology Analyst Summer Scholar & Extern – Infrastructure | Consumer Products
(SPRING & SUMMER 2017)
Client: A $9.5B global enterprise in Health, Beauty and Home Care

- Created command center approach, global roadmap, and dress rehearsal materials to support client's largest market go-live
- Proposed smart water management strategy and prototype and wrote a POV paper through strategy and financial budget analysis

PATENTS, AWARDS, & PUBLICATIONS

Patents (2 Pending): Method and system of recording ethics decisions; Predictive Action Engine for smart UI/CLI

Awards: Bentley President's List 2014- 2018

Publications: Modernizing Boston Water Management Infrastructure (2017 Deloitte Knowledge Exchange)

SKILLS

Methods: Usability Testing, Contextual Inquiry, Field Observation, Design Thinking Exercises, Interviews (Moderated and Un-Moderated), Heuristic Evaluations, Workshops Facilitation, Persona, Journey Mapping, Card Sorting, Affinity Diagraming, Survey

Software: Python, SQL, SPSS, Excel, Tableau, Access | Miro, XMind, Visio | PowerPoint, Figma, InDesign, Photoshop

Languages: Fluent in English and Mandarin

Certificates: Google Analytics Individual Qualification; Salesforce System Administrator

EDUCATION

Bentley University, Waltham, MA
MS in Human Factors in Information Design
AUG 2019 – MAY 2021
GPA: 3.79/4.0 | Graduate with Distinction

Bentley University, Waltham, MA
BS in Corporate Finance and Accounting
Liberal Studies Major: Quantitative Perspectives
Minor: Info. Design and Corp. Communication (UX)
AUG 2014 – MAY 2018
GPA: 3.81/4.0 | Summa Cum Laude

COMMUNITY LEADERSHIP

ADP List | UXR Mentor (2021 - Present)
TEDxBentleyU | Vice President (2015- 2020)
CIS Sandbox | Advocate & Tutor (2019-2021)
Beta Alpha Psi | Member (2017 - 2018)

INTERESTS & HOBBIES

Painting (@mqabstract), Photography