

Yinghung Natalie Chiang

Mesa, AZ nataliechiang13@gmail.com [Portfolio](#) [LinkedIn](#)

SKILLS

Research | Mixed-method, Heuristic Evaluation, Interview, Survey, Usability Testing

Research Tool | dscout, MUIQ, Nvivo, SPSS, Qualtrics, Zoom

Statistical Modeling | ANOVA, Independent-samples t-test, Paired-samples t-test, Pearson correlation coefficients

Project Management | Aha!, Confluence, Rally, Miro

Language | English, Mandarin, Japanese

EDUCATION

University of San Francisco, Ed.D. in Learning and Instruction (GPA: 3.88/4.0)

2016/08-2021/12

University of San Francisco, M.A. in Teaching English to Speakers of Other Languages (GPA: 4.0/4.0)

2015/01-2016/12

University of Phoenix, M.A. in Psychology and Counseling (GPA: 4.0/4.0)

2024/12-Present

EXPERIENCE

Program Lead & Instructor

2025/08-Present

Urban School of San Francisco, CA

- Designed and implemented ACTFL-aligned curriculum, supporting over 150 learners with varying proficiency levels and ensuring consistency in instructional delivery
- Designed and delivered AI-enhanced, 12-week modular project-based learning experiences, integrating generative AI tools to support language production and engagement
- Measured training effectiveness using pre/post assessment models, achieving an average improvement of +0.71 across key competencies

Project Manager

2024/08-2025/08

ASINTAmerica LLC, Mesa, AZ

- Defining project goals and scope, developing detailed project plans that include timelines and resource allocation.
- Effective coordination between various semiconductor stakeholders from worldwide, including suppliers, manufacturers, while monitoring project progress and budget compliance.
- Implement corrective actions as needed, and communicate project status updates to keep all parties informed.
- Be a crucial role in ensuring that projects are delivered on time, within budget, and to the required quality standards.

Sr. UX Researcher

2022/04-2024/05

UnitedHealth Group-Optum, Remote

- Acted as the **Lead Researcher** for diverse product development initiatives, utilizing a range of research methodologies, including surveys, user interviews, and usability tests, all customized to address specific business and research needs. Engaged in agile collaboration by closely partnering with Directors, Project Managers, Development teams, and designers throughout the development lifecycle to ensure effective teamwork.
- Strategically planned and executed research studies to support the UHC Member Touchpoint Advocacy & Governance (MTAG) team while collaborating with the Optum Tech team to create an AI-driven application: Member Touchpoint Optimization. This initiative led to an impressive **500%** increase in productivity, a decrease in inbound call volume, reduced handling times, safeguarded critical campaign performance, prevented a **14%** drop in engagement rates, and avoided a revenue loss of **\$22.6** million.
- Designed and conducted research studies to support the UHC Equity & Inclusion Advocacy team, working alongside the Optum Tech team to develop a conversational AI assistance application: Healthcare Explorer. This project dramatically improved productivity, reducing the timeline from weeks to days, achieving an outstanding **65%** reduction. The SUS survey shows improvement, rising from a D grade to a B grade, indicating a better design.
- Developed and executed research studies to assist the UHC Payment Integrity team, collaborating with 5 designers to create the Claim Audit Platform (CAP). By incorporating research insights and essential elements into the platform, significant time savings were achieved, cutting task time by 15 seconds per analyst. This resulted in an annual handling time reduction of at least **\$20** million. The SUS survey indicates that the new system outperformed the old one, earning an A grade of 91.4 versus the previous system's B grade of 81.7.
- Led a team of four researchers in conducting a Heuristic Evaluation study on the Massachusetts State Health Connector Website for the state of Massachusetts. This study uncovered 134 violations, half of which revealed critical usability issues. These findings informed the redesign of the MA Health Connector site, benefiting approximately **350,000** residents with health or dental coverage.

EXPERIENCE CONTINUE

YouTube Content Analyst

2022/01-2022/04

Tech Firefly@Google, Remote

- Worked alongside 13 language teams and a dev team to deliver audit data, improving the evaluation process for ad content.
- Concentrated on analyzing both textual and visual components of Chinese YouTube advertisements, including traditional and simplified versions.

Design Researcher

University of San Francisco, San Francisco, CA

2017/01-2021/12

- Conducted mixed-method studies to identify service issues and user challenges, including a notable study on concept mapping strategies for international students, presented at the International Academic Forum-Paris Conference in June 2022.
- Facilitated live-stream workshops on Zoom to showcase learning strategies.
- Designed surveys in Qualtrics to gather feedback on learner engagement and perceptions.
- Organized quantitative data in Excel, addressing outliers and missing values.
- Used SPSS for independent t-tests and to analyze academic performance and survey results.
- Examined the relationship between final grades and concept mapping scores with Pearson correlation.
- Analyzed quiz score trends using repeated-measures ANOVA.
- Conducted ANOVA for partial eta-squared value and effect size assessment.
- Utilized Nvivo for qualitative data analysis, including coding and theme development.

Adjunct Professor (Business Chinese & First-Year Seminar)

2019/08-2021/12

University of San Francisco, San Francisco, CA

- Designed and developed university-level courses using Canvas LMS, structuring modules, assignments, and assessments to support learner progression
- Applied learning science principles to design course content, including scaffolding, feedback, and practice-based learning
- Translated subject matter into structured, learner-centered instructional materials
- Designed and structured course contents, assignments, and assessments within LMS platforms to support learner progression and engagement
- Evaluated learner performance and improved course design through continuous feedback

Program Trainer/Coordinator

2019/08-2021/12

University of San Francisco, San Francisco, CA

- Supervised the language conversation program, overseeing nearly 500 students and more than 50 student tutors across 28 courses in 12 languages. Successfully transitioned the program from in-person to remote instruction in response to the pandemic, dedicating approximately 8 hours per week to this effort.
- Acted as the primary liaison, coordinating various aspects of the language program services, including student and tutor scheduling, issue resolution, and dissemination of tutoring updates to faculty members. Conducted interviews and played a key role in the recruitment of Chinese and Japanese language tutors.
- Created program calendars, instructor listings, and tutoring rosters using Google Docs to enhance organizational efficiency.
- Engaged in departmental meetings with multidisciplinary teams to evaluate tutoring instruction and functional requirements, addressing the challenges posed by the global pandemic.

PUBLICATIONS (FIRST AUTHOR)

- Chiang, Y. N. (2016). *Innovative Techniques for Inspiring EFL Students' Enthusiasm and Participating in English Classroom Activities*. University of San Francisco
- Chiang, Y. N. (2021). *Effects of the concept-mapping method on international students' academic performance and perceptions*. ProQuest LLC
- Chiang, Y. (2022). The effects of the concept-mapping method on international students' learning and perceptions. *The International Academic Forum*. The 3th Paris Conference on Education (PCE2022) , Paris, France.

UX COMMUNITY CONTRIBUTION

- Provided Mandarin translations for Dr. David Triva's full set of 247 web usability guidelines.