



# Grace Chen

## UX RESEARCHER

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*Mixed-methods researcher skilled in a wide range of user-centred methods, design tools, and project management. Adept at answering user needs with insightful solutions.*

## Experience

- UX Researcher • CIBC Investor's Edge** Jul 2023 - present  
Toronto, ON
  - ▶ Synthesize insights for Canadian self-directed investors across key channels into **detailed research reports**, behavioural archetypes, and **high-fidelity Figma prototypes**, collaborating closely with cross-functional teams
  - ▶ Provide thorough **research-informed UX audits through product cycles** to de-risk launches and align implementation with insights
  - ▶ Establish NPS culture and consistent stakeholder exposure to client insights, **increasing NPS by 10 points** with ongoing client feedback about platform improvements
  - ▶ Manage **research operations**, including tool procurement, research logistics, recruiting, budget, incentive distribution, and research repository maintenance
- UX Designer • CIBC Investor's Edge** Jun 2021 - Jul 2023  
Toronto, ON
  - ▶ Created UX-specific design system components to streamline prototyping and speed to insight
  - ▶ Designed key self-serve processes to reduce manual approvals and call centre volumes, converting **1% of overall clients** to options/margin-enabled accounts and increasing options trading revenue by **17%**
- UX Researcher, Junior UX Designer • RBC Wealth Management** Sep 2020 - Jan 2021  
May 2020 - Aug 2020  
Toronto, ON
  - ▶ Developed **UX cognitive pattern library** for design system
  - ▶ Planned and conducted usability testing for RBC Global Asset Management
- UX Intern • MatrixCare, Inc.** Jun 2019 - Sep 2019  
Bloomington, MN
  - ▶ Conducted user interviews and contextual inquiry with caregivers in long-term care settings
  - ▶ Designed an Alexa Skill for MatrixCare's personal health portal software
- Instructional Designer • UCSD Center for Digital Learning** Jun 2018 - Aug 2019  
San Diego, CA
  - ▶ Designed and launched a four-course Coursera specialization on Python
  - ▶ Managed edX MicroMasters data science course for over 95,000 learners
- Assistant Head Tutor • UCSD Computer Science & Engineering Department** Mar 2018 - Mar 2019  
San Diego, CA
  - ▶ Enhanced student understanding of computer science fundamentals with practical training and development of programming assignments, diagrams, and pedagogical materials
- UI/UX Design Intern • SmartBit Inc.** Mar 2017 - Mar 2019  
San Diego, CA
  - ▶ Created new brand identity, site design, business presentations, and promotional materials

## Education

- Master of Information • User Experience Design** Apr 2021  
University of Toronto (UofT). 3.98 GPA.
- BSc in Cognitive Science • Human-Computer Interaction** May 2019  
University of California, San Diego (UCSD). *Cum laude*. Phi Beta Kappa. Provost Honours.

## Speaking Engagements

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### Speaker

- *UX Research at CIBC* • Interaction Design Foundation (IxDF) Toronto Feb 2025
- *Investing in IA (& Vice Versa)* • World Information Architecture Day Toronto Mar 2023

### Panelist

- UofT Faculty of Information

- *UX Leadership* Apr 2025
- *How to Network Effectively* Nov 2024
- *Alumni Career Insights* Feb 2023

### Workshop Facilitator

- UofT Faculty of Information, *UX: Pioneer Your Career* Oct 2022

## Organizations

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**Committee Member** • CIBC One For Change Mar 2022 - Mar 2024

**Conference Volunteer** • Centre for Information-Development Management, *ConVEx* Apr 2021

**Conference Organizer, Volunteer** • World Information Architecture Day Toronto Mar 2020, Mar 2021

**Survey Committee Co-Chair** • UofT Master of Information Student Council Sep 2019 - Apr 2021

**Winner, Best Mobile App Design** • McMaster Design League UI/UX Designathon Nov 2019

**Vice President, Public Relations Chair** • UCSD Cognitive Science Student Association Aug 2017 - Apr 2019

**Designer** • Design for America 2017

## Skills

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### Research Methods

Competitive analysis  
Heuristic evaluation  
Information architecture  
Journey mapping  
Survey design  
Usability testing  
User interviews

### Research Tools

DISQO (FeedbackLoop)  
Optimal Workshop  
Maze  
Medallia  
Microsoft Excel  
UserTesting  
SurveyMonkey

### Prototyping & Design

Adobe Creative Suite  
Affinity Designer  
Axure  
Balsamiq  
Figma  
InVision  
Sketch

### Programming

Bash  
CSS  
HTML  
Java  
JavaScript  
MATLAB  
Python  
R

### Analytics

Adobe Analytics  
Google Analytics