

JACKIE XU

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SKILLS

Qualitative: Interviews, Surveys, Usability Testing, Personas, Journey Mapping, Competitive Analysis, Literature Reviews, Thematic Analysis, Concept Testing

Quantitative: Surveys, A/B Testing, Data Visualization, Statistical Analysis (Regression, Inferential, Descriptive), SQL, R, Python

Tools: UserTesting, Maze, Qualtrics, SurveyMonkey, Pendo, Gong, Figma, Miro, SPSS, Excel, Google Analytics, Power BI, Tableau, Airtable, Coda, ChatGPT, Dovetail, NotebookLM

PROFESSIONAL EXPERIENCE

UX Researcher

May 2025 – present | Toronto, Canada

Hootsuite

- Executed **13** surveys, interviews, usability tests, and personas across **3** product areas, (growth, AI, enterprise experience) delivering insights that directly supported product design and strategy decisions
- Built an insights report synthesizing user research to uncover key needs and behaviors of enterprise buyers, shaping roadmap planning and a company-wide shift toward higher-value customers
- Led internal and market research to evaluate and replace **4** outdated research tools (user testing, incentives, scheduling, and AI analysis), streamlining operations and identifying best practices in emerging research methodologies
- Coordinated **3** feedback workshops with customer-facing teams to uncover market needs and pain points, enabling actionable insights for product, design, and marketing teams

Product Analyst

Sep 2024 – Apr 2025 | Toronto, Canada

Manulife

- Conducted customer journey mapping and competitor analysis to reveal fragmented flows and navigation challenges, shaping a proposal to unify digital properties, streamline experiences, and reduce user friction by over **75%**
- Developed and maintained interactive dashboards to track user behavior and experience trends across web and app interfaces, helping teams identify usability pain points and prioritize improvements
- Analyzed survey results in R to generate satisfaction scores across digital platforms, revealing a **0.6** variance in usability ratings between customer segments that shaped experience optimization plans
- Delivered reports on consumer demand and market trends that influenced product strategy and guided roadmap priorities

UX Researcher

Jan 2024 – Aug 2024 | Toronto, Canada

Argus Group

- Facilitated a mixed-methods survey and built a dashboard visualizing KPIs, user feedback, and experience drivers, uncovering usability gaps that increased CSAT by **12%** and NPS by **8** points in **3** months through digital service enhancements
- Created prompt guides for ChatGPT to categorize customer feedback and extract insights, reducing manual analysis time by **50%**
- Drafted and presented reports to communicate key user research findings, translating insights into accessible language to align stakeholders and secure buy-in for future research initiatives
- Ran A/B tests on the online claims form, identifying a layout that reduced task completion time by **22%** and lowered error rates by **15%** within weeks of testing rollout

UX Researcher

May 2023 – Aug 2023 | Toronto, Canada

Reserve

- Led a moderated usability test on transaction experience, identifying friction points in setup and completion flows and recommending design changes that improved task success by **25%**
- Researched user needs and competitor offerings in decentralized finance platforms, creating an insights report that shaped early product positioning and design prioritization

EDUCATION

University of Waterloo

Sep 2021 – Apr 2026 | Waterloo, Canada

Bachelor of Arts, Honours Psychology (Research Intensive Specialization)

- Dean's Honours
- GPA: 3.9/4.0