

FELICE LING

See portfolio for project details: <https://www.feliceling.com/portfolio>
felice.ling@gmail.com

EXPERIENCE

Blue Brick Ethnography, LLC

Founder / Owner

Independent consulting as
owner/operator LLC

2016 - present
Cambridge, MA

- Helps clients deeply understand their users & use cases – to design (or re-design) their products & offerings
- Project types range from broad strategic challenges to concept & usability testing – to inform the design of websites, mobile applications, hardware, service, and physical spaces

Clients Include B2B & B2C industries: Odin / Luminopia (Healthcare Tech Startup), BEAM Interactive (BCG, Nuveen, Aruba, Flexera), Boston Mayor's Office of New Urban Mechanics, ViacomNEXT, Core Design Research

Motional AD

Principal UX Researcher

A company developing autonomous
driving technologies

2023 - 2024 *Principal UXR*
2021 – 2023 *Team Lead UXR*
2020 – 2021 *Founding & Senior UXR*
Boston, MA

- Lead research for the consumer-facing product – to design the end-to-end rider experience. Design included the AV's movement, hardware, and software elements (e.g., informing the Lyft & Uber apps)
- Normalized accessibility recruitment into the design & research process, increasing the percentage of research participants with travel-limiting disabilities year-by-year (from 14% to 22%)
- Conducted strategic research planning, roadmapping, and thought leadership – socializing research outcomes across the company
- Managed and mentored a small team of multidisciplinary researchers

The MEME Design

Design Researcher

A boutique design research
consultancy

2014 - 2016
Cambridge, MA

- Conducted user research and analysis with an interdisciplinary team to generate design recommendations for tech products

Clients Include: CampusTap (edtech startup), Samsung, SleepSense (healthtech startup & sleep tracking device), iRobot

EDUCATION

M.A. University of Chicago, Master of Arts Program in the Social Sciences

Earl S. Johnson Scholar: Awarded to the student whose paper best combines high scholarly achievement with concern for humanistic aspirations and the practical applications of the Social Sciences

B.A. Amherst College, Anthropology & English, *Magna Cum Laude*

SKILLS

Design Research: Generative Research: Video Diaries, Ethnography, Contextual Interviews, 1-1 Interviews, SME Interviews, Service Blueprints, Card Sorts; Evaluative Research: Concept Testing, Usability Testing Interviews; Design Thinking + Workshop Facilitation

Languages: Cantonese (Bilingual Speaker), Mandarin Chinese (Intermediate conversational, reading, and writing)

Technology Proficient: Google Drive, Microsoft Suite, Miro, Video Editing, dscout

Magician