LIANNE FRICK

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Curious and empathetic applied social psychologist exploring how user experience research can inspire design and inform business strategies. Seeking an opportunity to design sustainable solutions for diverse communities.

EDUCATION

University of California, Berkeley
Bachelor of Arts in Psychology
Certificate in Design Innovation
(3.95/4 GPA)

Awards and Honors
Department of Psychology, Honors
Dean's List
Phi Beta Kappa

SKILLS

UX Research
Interviews, Usability Studies, Surveys, Focus Groups, Field Observation, Competitive Analysis, Journey Mapping

Data Analysis
R, Qualtrics

Design
Illustrator, Photoshop, Lightroom, InDesign, Figma

Languages
Mandarin, Spanish

Personal Interests
Ballet, Fine Arts, Photography, Scuba Diving

CORE COMPETENCIES

Qualitative Research
- Highlighted a new direction for research, validated assumptions, and informed the redesign of the landing interface page for a machine learning based business analytics software. Insights were derived by running synchronous usability tests and interviews, then coding transcripts to identify patterns of usability issues.
- Synthesized insights about the UC Berkeley campus mental health climate based on in-depth interviews with students. Developed and showcased a freshman requirement personal project course to encourage new students to participate in extracurriculars and promote community building outside of academics.
- Created and presented a prototype food sharing system for high density student housing by developing affinity diagrams, journey maps, and storyboards based on interviews and field observations about key drivers of student food waste.
- Designed the UI for an online HR management tool starting from lo-fi wireframes to clickable prototypes. Each version was iterated based on findings from usability tests.
- Built personas to inform Vimeo's student ambassador marketing strategy based on focus group insights.

Quantitative Data Analysis
- Designed and implemented a year-long exploratory study collecting survey data from over 700 participants in two waves. Study findings expanded current understanding in social psychology literature by finding novel evidence of Trait Hypodescent, and challenged support for current theories of racial perception.
- Performed quantitative analysis for survey data using methods such as linear and logistical regression, factor analysis, and multilevel modeling.

Storytelling and Presentation
- Frick, L., Connor, P., Chen, S. (May, 2020) *Perceptions and Stereotypes of Asian-White Biracials*. Poster presented at the UC Berkeley Psychology Research Symposium.
- Led engaging and audience-appropriate 90 minute informational walking tours of campus highlights to the general public, prospective students and their families, school groups, and VIP guests.

PROFESSIONAL POSITIONS

Mountain View, CA

UX Research Intern	HarmonizeHQ	June 2020 - Present

Berkeley, CA (University of California, Berkeley)

Research Assistant	Dept. of Psychology Social Interaction Lab	May 2018 - May 2020
Campus Ambassador	Visitor and Parent Services	Jan 2017 - May 2020
Project Manager	Undergraduate Marketing Association	Aug 2019 - May 2020
Course Instructor	Introduction to Ballet at Cal	Aug 2018 - Dec 2019
Photo Editor	The Daily Californian	Aug 2017 - Dec 2017

Shanghai, China

Marketing Intern	S.J. Grand Financial and Tax Advisory	Mar 2019 - June 2019