

LIANNE FRICK

liannef@berkeley.edu
(650) 336-4675
lianne.me

Curious and empathetic applied social psychologist exploring how user experience research can inspire design and inform business strategies. Open to opportunities in researching and designing sustainable solutions for diverse communities.

EXPERIENCE

Reach3 Insights

Research Consultant

September 2021 - Present

- Transform client research objectives into concrete insights by scoping projects, writing questionnaires, fielding surveys, and consolidating data into creative reports
- Lead projects for the Lenovo account while contributing to Amazon, Microsoft, and Meta engagements, tracking multiple moving pieces across projects and clients
- Responsible for leading multiple concurrent research projects end-to-end using creative qualitative, quantitative, and mixed-methods approaches to drive product innovation
- Conduct international research across a diverse range of target audiences and industries
- Manage and coordinate with internal programming teams and external vendors to execute research projects and deliver research deliverables on tight timelines

UXReactor

Associate UX Consultant

April - September 2021

UX Consultant Apprentice

October 2020 - April 2021

- Led a 4 part customer support management research project for a large enterprise CSM and ITSM platform. Responsible for study design, participant recruitment, session moderation, data synthesis, and final reporting. Conducted 40+ usability sessions to deliver insights to key stakeholders to inform product roadmap.
- Managed participant recruitment, recruiting and screening over 600 professional participants across 5 studies through cold outreach and recruitment platforms
- Extracted user insights and business opportunities for clients by moderating synchronous and asynchronous remote formative and summative research sessions.
- Created artifacts such as personas, emotional journey maps, and storyboards to embody the voice of the user during design and business decision making.
- Designed and executed a research plan for an exploratory mobile experience R&D project for global leader in phone and telecommunications technology.

HarmonizeHQ

UX Research Intern

June 2020 - October 2020

- Developed a tool for HR hiring by conducting interviews and creating personas to identify a problem space and then iterating designs based on usability test findings. Delivered high-fidelity prototypes, detailed user flows, and a style guide to stakeholders.
- Refined the information architecture and onboarding experience for a HR management software by conducting card sorts and heuristic evaluation.

UC Berkeley

Department of Psychology

Research Assistant and Honors

Thesis Candidate

May 2018 - May 2020

- Conceptualized 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.
- Frick, L., Connor, P., Chen, S. (May, 2020) *Perceptions and Stereotypes of Asian-White Biracials*. Poster presented at the UC Berkeley Psychology Research Symposium.

EDUCATION

University of California, Berkeley

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

Awards and Honors

Highest Distinction in General Scholarship (Summa Cum Laude), Honors in Psychology, Phi Beta Kappa

SKILLS

Research Interviews, Usability Tests, Surveys, Focus Groups, Field Observation, Card Sorts, Competitive Analysis, Journey Mapping

Analysis R, Qualtrics, Usertesting.com

Design Tools Illustrator, Photoshop, Lightroom, InDesign, Figma

Languages Mandarin (fluent)

PERSONAL INTERESTS

Ex-ballerina turned part-time ballet instructor

Novice family hairdresser

Scuba diving enthusiast

Landscape and nature photographer (prior editor and senior staff photographer for *The Daily Californian*)