

Beau Sinchai

Portfolio: beausinchai.com

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952-649-8283

EXPERIENCE

Edward Jones – *Experience Design Research Manager*

San Diego, CA (Remote) | 04.22 - Present

- Lead long-term strategic plan and execution of user research for the new Wealth Management service, Financial Planning, and Discovery, impacting 15,000 branches nation-wide roll out in 2025.
- Manage relationships with senior leadership, General Partner stakeholders, and financial advisors.
- Deliver large scale, multi-phases research through ambiguous and highly-regulated financial services industry.
- Coach and train associates on 1-1 interviews, research methodologies, create templates for research plans and reduce project time by 25%.

Target Corporation — *Senior Researcher, Product Insights*

Minneapolis, MN (Remote) | 07.18 - 04.22

- Delivered user-centered actionable insights and identified business opportunities to strategically influence Target's Owned Brands product design and development with 17.4% sales growth YoY, exceeding \$1 billion profit.
- Created researcher onboarding guide with strategic learning plan and toolkit – resulted in new hires learning curve reduced by 50%.
- Led multi-million to billion-dollar business research projects – resulted in 1000% revenue increase for Pride Month products in 2 years.
- Designed, led, conducted, and synthesized end-to-end, multi-phases qualitative and quantitative consumer research projects via in-person and remote IDIs, shoppalongs, store intercepts, interviews, focus groups, immersions, digital ethnography, user tests, surveys, etc.
- Identified an \$11 million business opportunity for the owned-brand apparel portfolio.

Pillsbury United Communities — *Design Lead*

Minneapolis, MN | 01.17 - 07.18

- Led human-centered research and design work to serve communities in Minneapolis. Projects received over \$200,000 in grants.
- Co-developed the Office of Innovation and guide its role in the organization including toolkit and Human-Centered Design workshops.

EDUCATION

Cranbrook Academy of Art — *Master of Fine Arts*

Bloomfield Hills, MI

Major: 3D Design, 2D Design

Highest Distinction – Museum Permanent Collection Award

University of Minnesota - Twin Cities — *Bachelor of Design in Architecture*

Minneapolis, MN

Major: Architecture, Minor: Arts

Dean's List

SKILLS

+ Qualitative and quantitative UX and design research
+ Data translation and visual storytelling
+ Report and evaluation
+ UX Strategy
+ Stakeholder management
+ Workshop design and facilitation
+ Stakeholder relationship management

LEADERSHIP

Edward Jones's Women Business Forum –

Measurement Chair

Target's Diversity in Action – *Committee member*

Thai Student Association of MN – *Vice President*

Koonyai Studio – *Owner*

Minneapolis College of Art and Design — *Adjunct Professor*

Minneapolis, MN | 07.14 - 12.19

So(cial) Good — *Service Designer/Researcher*

Minneapolis, MN | 05.15 - 01.17

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