

Lynn (Lin) Zhang

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Quantitative User Experience Researcher

During my Ph.D, training in social psychology, my research focused on how ease of processing information shapes judgments of truth, message persuasiveness, liking, and visual appeal. I have conducted over 100 survey experiments across my academic training and my work at Google, building deep expertise in survey and experimental design. In addition, I have developed strong skills in log analysis, metric development, and data infrastructure through my 3 years of work at Google.

— Summary —

Research Methods: Survey Science; Experimental Design; Ecological Momentary Assessment; Statistics (t-test, ANOVA, multivariate analysis, regression, factor analysis, correlation, mediation analysis, hierarchical linear modeling); Cognitive Interviews

Technical Skills: R, SQL, Qualtrics, Log Analysis, Statistical Analysis

— Education —

University of Southern California, Los Angeles, CA

- Ph.D. in Social Psychology (May 2022)
- Minor in Quantitative Psychology (Jan 2021)
- Master of Arts in Psychology (Dec 2019)

Indiana University, Bloomington, IN

- B.A. in Psychology with High Distinction (May 2014)
- Minor in Sociology (May 2014)

— Research Experience and Employment —

Quantitative User Experience Researcher at *Google, Sunnyvale* | 2022

- **Surveys and data analyses:** Designed and analyzed user experience and sentiment surveys, uncovering key user pain points and generating actionable insights that informed product direction.
- **Log analyses:** Conducted log analyses and deep-dive Critical User Journey (CUJ) evaluations to identify friction points, evaluate success, and guide product improvements.
- **Data infrastructure:** Co-developed data instrumentation guidelines and led a wide collaborative effort to improve Critical User Journey (CUJ) tasks, resulting in enhanced data accuracy.
- **Metrics:** Established success metrics and baseline measurements to support consistent product evaluation and roadmap planning .

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Quantitative User Experience Research Intern at *Google, Remote* | 2021

- **Survey Experiments:** Investigated how map features influence user perceptions and performance by conducting multiple survey experiments and user interviews, providing crucial insights for feature development.
- **Literature Review:** Conducted a comprehensive literature review on factors that influence user perception of map features, laying the groundwork for future product visual design.
- **Communication:** Catered findings and recommendations to cross-functional stakeholders and created scalable protocols, ensuring broad understanding and efficient future research.

Researcher at *Mind and Society Center, Los Angeles, CA* | 2016 - Present

- Discovering new factors that influence information processing experience by synthesizing different research areas to generate and test novel theory-driven predictions.
- Investigating influences of subjective experiences by designing and conducting over 100 remote and in-lab survey experiments.
- Examining the real-world effects of psychological theories by conducting studies in naturalistic settings and by using ecological momentary assessments (e.g., diary studies).
- Leading interdisciplinary research as the principal investigator by collaborating with colleagues across the globe (e.g., US, Canada, Australia, Iran, and Israel).
- Communicating findings to a broad audience by publishing journal articles and book chapters and by presenting at domestic and international conferences.

Lab Manager & Research Assistant at *Sociology Lab, Bloomington, IN* | 2013 – 2015

Lab Manager & Research Assistant at *Social Cognition Lab, Bloomington, IN* | 2012-2014

- Assisting in the experimental design, recruitment, data collection, and qualitative response coding of projects related to group conflict/cooperation, stereotyping, cognitive biases, and social perception.
- Coordinating experiments, conducting funnel interviews, training research assistants, and managing lab materials.

— **Selected Publications and Presentations** —

- Conceptual metaphor, processing fluency, and aesthetic pleasure (2022). 
- When “burger and fries” seem more appealing than “fries and burgers”: The influence of linguistic conventions on aesthetic preference (2021).
- Metacognitive experiences as information: Processing fluency in consumer judgment and decision making (2021). 
- When photos backfire: Truthiness and falsiness effects in comparative judgments (2021). 
- Truthiness: How non-probative photos shape belief (2020). 