

# John Jang

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## Professional summary

PhD-trained qualitative researcher applying ethnographic and behavioral insight to user experience research. Experienced in end-to-end study design, user interviews, and insight synthesis to inform product and design decisions. Technically literate with a background in computer science and practical experience in data analysis, A/B testing, and stakeholder communication across research and business settings.

## Skills

**UX Research:** User interviews, contextual inquiry, affinity mapping, research synthesis

**Data & Tools:** SQL, Excel, A/B testing, audience segmentation, insight reporting

**Collaboration:** Stakeholder communication, cross-functional teamwork

**Languages:** English and Korean (fluent), Japanese (basic)

## UX Research & Applied Fieldwork Experience

### University of California, Los Angeles

Seoul and Daejeon, South Korea

#### Lead Researcher

- Conducted longitudinal ethnographic study on older adults' leisure behavior using in-depth interviews, participant observation, and focus groups to identify cultural shifts and emerging behaviors related to music and dance
- Led qualitative research from recruitment to synthesis, demonstrating ability to translate open-ended fieldwork into structured insights usable by non-academic stakeholders
- Presented qualitative findings for academic and industry audiences, aligned with design questions on aging, accessibility, and user motivation

### Spoiled, Cupcake Shop

Seoul, South Korea

#### Co-Founder

March 2023–July 2024

- Used customer feedback and purchase behavior analysis to identify retention and engagement metrics, leading to UX changes that improved conversion rates and retention
- Designed and executed A/B tests across campaign assets based on engagement metrics, leading to improved user journey. Increased holiday sales 5x and conversion by 20%
- Applied user insights to loyalty program and in-store UX strategy to enhance retention

### Auckland University of Technology

Auckland, New Zealand

#### Learning and Teaching Office Administrator

July 2019–September 2020

- Partnered with institutional researchers to evaluate student experience data and identify patterns in engagement, satisfaction, and retention, influencing changes in executive strategies
- Demonstrated ability to manipulate large datasets using SQL and Excel to surface behavioral trends across academic cohorts
- Delivered data-backed insights to senior leadership, bridging technical findings with strategic planning outcomes

## Education

### University of California, Los Angeles

Los Angeles, CA

PhD in Ethnomusicology, GPA 3.94/4.0

expected September 2025

- Dissertation: Cultural analysis of music and leisure consumption among older adults in Korea

### University of Auckland

Auckland, New Zealand

MA in Anthropology (ethnomusicology) with Distinction  
BSc/BMus conjoint degree in Computer Science and Music

September 2019

May 2016