

Amie Choe

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New York Metropolitan Area

EDUCATION

University of Southern California	2025 - 2026
<i>Master of Science in Applied Psychology</i>	<i>Los Angeles, CA</i>
Areas of Study: User Experience Research, Qualitative & Quantitative Research Methods in Social Psychology, Consumer Psychology	
Rutgers University–New Brunswick	2021 - 2025
<i>Bachelor of Arts in Cognitive Science, Minor in Computer Science</i>	<i>New Brunswick, NJ</i>
Relevant Coursework: Minds, Machines, and Persons, Data Communication in R, Data Science	

EXPERIENCE

UX Research Assistant	August 2026 - Present
<i>Sago</i>	<i>New York, NY</i>
- Coordinate end-to-end UX research operations for a high-profile technology client, managing participant screening and session logistics to ensure smooth execution of research studies - Support foundational prototype testing by collecting behavioral data and surfacing early insights on user interaction	
Qualitative Research Intern	January 2026 - August 2026
<i>Quip Insights</i>	<i>Remote</i>
- Analyzed data from in-depth interviews, focus groups, and an online discussion board across seven client engagements - Synthesized findings into insights-driven reports informing product and brand strategy for clients including Google, Amazon, and Meta	
Graduate Student UX Researcher	January 2026 - March 2026
<i>Peloton</i>	<i>Remote</i>
- Moderated 18 usability sessions to uncover user pain points in discoverability and navigation across mobile app features - Delivered interaction and visual design recommendations with mockups to Peloton's product design team	
Graduate Student Consultant	August 2025 - December 2025
<i>Procter & Gamble</i>	<i>Los Angeles, CA</i>
Developed mixed-methods research frameworks (surveys, shop-alongs, cognitive interviews) to uncover consumer decision drivers and inform CPG strategy	
Behavioral Data Researcher	February 2023 - August 2025
<i>Vicario Lab</i>	<i>New Brunswick, NJ</i>
Led quantitative behavioral research on 50+ songbirds, applying machine learning-based motion tracking (DeepLabCut) to study auditory learning and attention while reducing model training time from 8 to 3.5 hours	

RESEARCH PROJECTS

When Innovation Surpasses Intuition: The Usability Gap in Vehicle Touchscreen Interfaces (Master's Thesis)	2026
- Engineered a vehicle UI prototype and external haptic motor to test vibrotactile feedback via usability testing, contextual inquiry, and interviews to evaluate safety and human factors implications - Identified that vibrotactile feedback reduced errors and unnecessary taps, informing a hybrid interface model	
In-Vehicle Touchscreen Interaction & Safety Assessment for Older Drivers	2026
- Formulated an unmoderated in-vehicle observation methodology using in-car cameras to capture 24+ hours of naturalistic driving footage across 8 older drivers over 3 days - Built a decision-making framework on speed, task complexity, and task urgency, presenting findings to General Motors' Lead Driver Distraction expert and a UX researcher to inform their patented Driver Retirement Score technology	
Morbid Curiosity and Empathy in Movie Preferences	2025
Spearheaded a mixed-methods study with 200+ participants by designing 16 original movie posters and an interactive Wix cinema website integrated with Qualtrics, uncovering insights on morbid curiosity and film engagement	

SKILLS

Research Methods: Usability Testing, In-Depth Interviews, Contextual Inquiry, Survey Design, Participant Recruitment, Ethnographic Observation, Journey Mapping, In-Vehicle Studies, Heuristic Evaluation
Data & Analysis: Python, R, SPSS, Data Visualization, Thematic Analysis
Tools & Software: Qualtrics, Recollective, Figma, Canva, Wix, DeepLabCut, Microsoft Office, Google Workspace
Collaboration: Stakeholder Communication, Cross-Functional Collaboration, Research Operations, Strategic Storytelling