

Amie Choe

amiechoe.com | amieychoe@gmail.com | 201-970-1114 | [linkedin.com/in/amiechoe/](https://www.linkedin.com/in/amiechoe/)

New York Metropolitan Area | Los Angeles, CA

EDUCATION

University of Southern California 2025 - 2026

Master of Science in Applied Psychology

Los Angeles, CA

Areas of Study: User Experience Research, Qualitative & Quantitative Research Methods in Social Psychology, Consumer Psychology

Rutgers University–New Brunswick

2021 - 2025

Bachelor of Arts in Cognitive Science, Minor in Computer Science

New Brunswick, NJ

Relevant Coursework: Minds, Machines, and Persons, Data Communication in R, Data Science

EXPERIENCE

Qualitative Research Intern January 2026 - Present

Quip Insights

Remote

- Analyze data from in-depth interviews, focus groups, and an online discussion board across 7 client engagements
- Synthesize 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

Peloton

Remote

- 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

UX and Brand Strategy Intern

January 2026 - March 2026

STARMEN

Remote

- Evaluated website navigation and user flows via user testing and heuristic evaluations, identifying friction points to guide brand strategy

Graduate Student Consultant

August 2025 - December 2025

Procter & Gamble

Los Angeles, CA

- 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

Vicario Lab

New Brunswick, NJ

- Optimized and analyzed head-tracking behavioral data from 50+ songbirds using Python and DeepLabCut, streamlining model training workflows and reducing per-video processing time by 56%

RESEARCH PROJECTS

When Innovation Surpasses Intuition: The Usability Gap in Vehicle Touchscreen Interfaces (Master's Thesis) 2026

- Engineered a vehicle UI prototype and custom external haptic motor to test vibrotactile feedback via usability testing, contextual inquiry, NASA-TLX, and interviews to evaluate safety and human factors implications
- Identified vibrotactile feedback reduced errors and unnecessary taps but required strategic, non-uniform design to lower mental demand and frustration, 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 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
- Applied TwoStep cluster analysis across empathy and morbid curiosity to segment participants into four personas

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