

Mo Wang

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SKILLS

- UX and Marketing Research
- E-commerce and Retail
- Data Analysis
- Idea Presentation

EDUCATION

University of Southern California, Los Angeles, CA Aug. 2018-Dec.2019

Dornsife College of Art and Sciences, Master of Science in Applied Economics and Econometrics

GPA: 3.92/4.0

Purdue University, West Lafayette, IN Aug. 2014-May 2017

Bachelor of Science in Economics, Concentration in Business Management

GPA: 3.84/4.0

PROFESSIONAL EXPERIENCE

JD.com, Inc, Beijing, China

Apr. 2021-Apr. 2023

UX Researcher, Dept. of Customer Insight

1. Led UX and Marketing Research Across Diverse Retail Sectors

- Transformed business demands into research objectives, and delivered insightful reports to stakeholders, brand partners, and the development team.
- Explored insights and mindsets through qualitative techniques such as One-on-One interviews, and performed quantitative analysis using surveys and models like NPS, KANO, Regression, and AB Test.
- Led and facilitated design thinking workshops to map E-commerce peak experience journey, influencing product selection and service designs for scenarios like Gifting, Live Shopping, and Returns. Achieved a notable 16% rise in live stream viewership and an 11% increase in shopping satisfaction across KA stores.
- Partnered with cross-functional teams to convert research insights into actionable strategies, driving a 180% year-over-year sales growth and a 10% increase in user satisfaction for the Home Decor. during 2022 sale event.
- Vigorously analyzed market trends and tracked user behavior across diverse retail sectors using methodologies like Modified Censydiam and Competitive Assessments.
- Quantified user experience(e.g.NPS) and business KCI (e.g. Return Processing Time) relationship using decision trees and correlation analysis, informing data-driven service design.

2. Product Research, Concept Testing, and Performance Tracking

- Conducted pre-development research for an online shopping assistant product, using interviews and surveys to extract and prioritize user needs. Summarized insights into refined ideas and conducted concept test for prototype.
- Designed a Five-Question Evaluation to assess product/campaign performance and extract data-driven insights for future online shopping service design, encompassing factors such as name clarity, effectiveness, and competition.

3. UX Research Methodology Establishment

- Collaborated with the R&D Team and establish a dynamic Dashboard for NPS Surveys to swiftly pinpoint JD Retail's multidimensional experience issues.
 - Developed a User Cognitive Questionnaire Pool to bolster cross-project data comparability and efficiency within the UX department, encompassing consumption habits, shopping preferences, and shopping experiences.
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University of Southern California, Los Angeles, USA

Jan. 2019-Apr. 2021

Research Analyst Assistant, Center for Economic and Social Research

- Analyzed diagnostic processes for Alzheimer's disease across G7 countries, unearthing improvement opportunities and diagnostic pain points through in-depth examination of official medical data. Published 3 technical reports.
 - Mastered Tableau and geographical coding, creating 14 comprehensive medical resource maps to predict future utilization of medical resources and macroeconomic implications.
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The Nielson Company, Beijing, China

Mar.-Aug. 2018

Analyst Intern, Marketing Effectiveness Dept.

- Actively engaged in the execution of 16 campaigns, contributing to questionnaire design for market research.
- Utilized Nielsen methodologies to analyze the impact of marketing activities on brand KPI improvement, brand image establishment, and performance across various platforms.