# Zitong (Erika) Huang

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## SUMMARY

Mixed-methods UX Researcher with a background in learning and EdTech. Independently led study design and conducted structured user research across two EdTech companies, translating user findings into PM decision-making and product roadmap. Applied Python for quantitative analysis and built multi-level evaluation frameworks measuring behavioral change.

## SKILLS

**User Research & Product Iteration**: Semi-structured Interviews, Usability Testing, Survey Design (Qualtrics, SurveyMonkey, Google Forms), Thematic Analysis, Cross-cultural Research, Research Synthesis, Feature Prioritization
**Data & Analysis**: Python (pandas, NumPy, scikit-learn, seaborn), NLP (BERT/transformers), R, Statistical Analysis, Excel

## PROFESSIONAL EXPERIENCE

**Epic for Kids** Remote
*UX Researcher Intern* *April 2026 – Present*

- Surfaced key insights that informed the direction of a new B2C feature through mixed-methods research at an early development stage: analyzed survey data (800+ responses), co-conducted and analyzed 10+ semi-structured interviews with parent-child pairs and educators using Python; findings directly shaped PM decision-making and product roadmap.
- Leading multilingual user research across 4 non-English markets with a 3-person intern team: developed research framework and hypotheses, revised screeners, and culturally adapted interview scripts; currently conducting interviews.
- Analyzed administrator experience survey for a B2B school portal; identified critical gaps in account management and data discoverability, prompting PM to pursue further research with external stakeholders.

**TAL Education Group** Remote
*User Research & Learning Product Intern (US Market EdTech Products)* *May 2025 – August 2025*

- Designed and managed a real-time multi-channel feedback system to support iterative testing of AI-powered learning products across 60+ U.S. families with K-12 children, processing structured feedback to inform product refinement.
- Conducted 10+ structured user interviews with parents and children (60 min each) documenting engagement patterns, age-appropriate content alignment issues, and usability barriers across two AI-enhanced K-12 products.
- Collaborated with cross-functional stakeholders including product managers, developers, and content designers, translating qualitative findings into severity-ranked recommendations and triaging urgent issues for immediate escalation.

**New York City Mayor's Office of Management and Budget (OMB)** New York, NY, US
*Learning & Development Intern (Summer 2025); College Aide (Fall 2025)* *June 2025 – December 2025*

- Conducted mixed-methods needs assessment for a 12-week leadership cohort (36 participants), combining SurveyMonkey survey design, thematic coding, and NLP-assisted text clustering to identify five priority development gaps across stakeholder groups.
- Designed targeted training sessions and behavioral reinforcement tools (job aids, structured reflection exercises) addressing lowest-baseline behaviors, driving statistically significant improvement in the primary target behavior (+22%).
- Built and implemented a three-tier evaluation framework (self, direct report, supervisor) aligned with a behavioral measurement framework, achieving 100% pre/post completion and measuring Level 3 behavioral transfer.

**TC NEXT in Teachers College, Columbia University** New York, NY, US
*Administrative Fellow, Student Employment* *Jan 2025 – May 2026*

- Evaluated a Canvas onboarding course for 800+ student employees through end-of-course surveys and learner feedback analysis; identified usability gaps and iterated on content architecture and navigation.

## RESEARCH EXPERIENCE

**Teachers College, Columbia University** New York, NY, US
*Educational Data Mining Project* *September 2024-December 2025*

- Analyzed 3M+ student assessment records (2013–2023) using Python (scikit-learn, seaborn) and statistical modeling to identify performance trends and demographic factors influencing learning outcomes. Translated findings into actionable insights for learning product design and data-informed iteration.
- Co-authored a peer-reviewed publication in *Studies in Educational Evaluation* (DOI: 10.1016/j.stueduc.2025.101539).

## EDUCATION

**Teachers College, Columbia University** New York, NY, US
*Master of Arts in Cognitive Science in Education* (STEM Designation) *May 2026*

- Relevant Focus: Educational Technology, Learning Analytics, Educational Data Mining, Instructional Design

**The University of Edinburgh** Edinburgh, UK
*Bachelor of Science in Psychology* *May 2024*

- Award: The Edinburgh Award (evidence-based student development initiatives)