

# Karen Chan

[howing.chan@torontomu.ca](mailto:howing.chan@torontomu.ca) | 647 448 0010 | [linkedin.com/in/karenchan20](https://www.linkedin.com/in/karenchan20) | [karenchanuxr.com](https://karenchanuxr.com)

## EDUCATION

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MA. Psychological Sciences at Toronto Metropolitan University (3.9/4) 2022-2024  
Human Computer Interaction Certificate at Georgia Tech 2023  
BSc. Psychology, Neurosciences, and Behaviour at McMaster University (3.9/4) 2018-2022

## EXPERIENCE

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### Best Practices & Resources Developer

*First Year Engineering Office at Toronto Metropolitan University* May 2023-Present

- Spearheaded the discovery and evaluative research process for the creation of a resource website.
- Facilitated 6 user interviews and conducted a thematic analysis to create user personas and a user journey map.
- Designed med-fidelity wireframes with Figma and conducted usability tests through Maze with 10 engineering students.
- Iterated the product design by making changes to the menus, layout, and wording based on user feedback to improve product usability and user experience.

### Academic Support Coach

*Toronto Metropolitan University* Oct 2022-Present

- Reviewed the accessibility of various student resources to provide recommendations on meeting web accessibility standards using manual and automated tools aligned with WCAG.

### Graduate Student Researcher

*SPIRAL Lab* Sept 2022-Present

- Conducted 52 eye tracking sessions to compare gaze patterns for real and AI-generated face images.
- Led behavioural studies from ideation to communication using Qualtrics, MTurk, and Python.
- Ran statistical tests (ANOVA, T-test, logistic regression, linear regression, chi-squared) and translated findings into understanding the implications of AI-generated media.
- Performed a thematic analysis to evaluate converging concerns regarding AI-generated media.
- Employed mouse tracking technology to examine differences in motor output for categorization studies.

### Research Assistant

*McMaster Baby Lab* May 2020-Sept 2022

- Performed a competitive analysis through administering a survey globally for developmental labs to identify pain points when using existing lab management websites.
- Facilitated usability tests for a new lab management software with 8 users to identify design issues and inform design recommendations, leading to a 60% reduction in task-completion time after iterations.
- Presented the software at 2 international conferences, generating over 40+ sign-ups.
- Conducted over 50 online interviews with 4-8-year-olds and performed a content analysis to assess children's memory performance.
- Directed a research team in executing all aspects of the research process (ideation to presentation) and conducted 100+ moderated study sessions in social cognition research (Zoom, Pavlovvia).

## SKILLS

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- **Qualitative:** Usability Testing, Interviews, Personas, Wireframing, Thematic Analysis, Journey Mapping
- **Quantitative:** Surveys, Descriptive & Inferential Statistics, Eye Tracking, Mouse Tracking
- **Toolbox:** Figma, Maze, Miro, NVivo, Qualtrics, MTurk, Google Analytics, Canva, Microsoft Office
- **Software:** Python, R, SPSS, JavaScript, HTML/CSS

## AWARDS

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- Canadian Graduate Scholarship – Master's (\$17,500); Ontario Graduate Scholarship (\$15,000); MITACS Globalink Research Award (\$6000)