

Thai Le

CONTACT



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503.515.3112

EDUCATION

University of Washington, Seattle, WA (Dec 2014)
PhD, Biomedical Health Informatics
Johns Hopkins University, Baltimore, MD (2009)
BS, Biomedical Engineering, Mathematics

Relevant Coursework

Usability Research
Survey Research Methods
Web Programming
Bayesian Statistics for Social Sciences
Data Structure and Algorithms
Statistical Analysis of Networks

Honors

Student Editorial Board for *Journal of the American Medical Informatics Association*
National Library of Medicine Fellowship Award
Recipient
National Merit Scholarship Award, Johns Hopkins University

SKILLS

Technical: Statistical Analysis (R, STATA)
Web Development (HTML, CSS, JavaScript, PHP)
Programming (Python, Java, Matlab)
Database Management (SQL, Access)
Data Visualization (Tableau, Prefuse, D3)
Remote Testing (UserTesting)

User Research: Focus Groups
Card Sorts and Tree Testing
Think-Aloud Studies
Contextual Inquiries
Heuristic Evaluations
Survey/Questionnaire Development

Tools: Tobii Eye Tracking, Morae Studio, Qualtrics, Optimal Workshop

OBJECTIVE

I am looking for an engaging research position that integrates both quantitative and qualitative methodologies towards creating an enjoyable, fluid, and intuitive user experience. I come from an HCI focused PhD with over 5 years of experience as a research scientist. I complement this with 2 years of industry experience as a user researcher.

WORK EXPERIENCE

Amazon Web Services, Inc. (User Researcher)

Jun 2014 – Current

Lead user researcher on the Amazon Web Services (AWS) Marketing Design Team. As the first user researcher on the team, I established best practice principles for conducting user research, evangelizing its impact to stakeholders. I integrated qualitative lab studies, site metrics, A/B testing, and surveys to identify gaps in the user experience.

University of Washington (Research Scientist)

Sep 2010 – Dec 2014

Led multiple independent research projects on the [HEALTH-E](#) team centered on applications of health information technology to support older adult wellness. I designed and evaluated health visualizations for older adults, conducted usability testing on the navigation of health interfaces, and designed, deployed, and analyzed a statewide survey of older adult health information seeking behavior.

Amazon.com Inc. (User Research Intern)

Mar 2013 – Aug 2013

Conducted usability studies working across different stakeholder groups (customers, designers, project managers) on Amazon.com's retail site. I led user testing for the rollout of a new book club sign-up program through Amazon Publishing. In addition, I identified limitations to currently available web based tree testing tools and developed an alternative web tool. This was deployed in a survey of 600 customers to evaluate navigational taxonomy.

Arcadia Healthcare Solutions (Research Intern)

Jun 2012 – Aug 2012

Analyzed the impact of electronic medical record adoption amongst physicians in a \$400 million revenue rural health system. Conducted 52 hours of interviews along with quantitative analysis of adoption trends. Presented at the executive level to drive roadmap decisions.

Intel (Engineering Intern)

Jun–Aug 2006-2008

Across three summer internships at Intel, I worked as a process engineer and marketing analyst. I developed models to predict server market share and created automated scripts to detect defects in the microfabrication process.

SELECT PUBLICATIONS

- Le T**, Reeder B, Chung J, Thompson H, Demiris G. Design of Smart Home Sensor Visualizations for Older Adults. *Technology and Health Care*. 2014; 22(4):657-66.
- Le T**, Chaudhuri S, Chung J, Thompson H, Demiris G. Tree Testing of Hierarchical Menu Structures for Health Applications. *Journal of Biomedical Informatics*. 2014;49:198-205.