

Ben Liongson

Senior UX Researcher

CONTACT

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PROFILE

Research leader with expertise in:

- Generative research
- Evaluative research
- Survey design
- Mixed method research
- Workshop facilitation
- Cross-functional collaboration
- Prototyping
- Presentation development
- Product and business strategy
- ChatGPT analysis

COMMUNITY

Mankind Project

Support Group Facilitator
Mar 2023 - Present

Forged Barbell

Strength Coach-in-Training
Feb 2024 - Present

National Alliance of Mental Illness

Support Group Facilitator
Dec 2019 - Feb 2021

ACHIEVEMENTS

BetterUp Employee Award
September 2023

IBM Designer Award
September 2020

IBM Panel Speaker
January 2020

EDUCATION

Johns Hopkins University Carey Business School

Master of Business Administration, May 2019

Maryland Institute College of Art

Master of Design Leadership, May 2019

University of Connecticut

Bachelor of Arts in Economics, May 2013

EXPERIENCE

BetterUp | Senior User Experience Researcher

April 2022 - February 2024 (Senior UX Designer through September 2022)

- Conducted 15+ UX research studies, resulting in 5+ new member experiences, enhancing member satisfaction, reach, and assessment tooling
- Presented 20+ research artifacts, enabling 100+ employees to utilize research to strategize departmental & team objectives and key results
- Led quarterly insights report development and presentation, equipping 600+ employees with access to 30+ cross-functional insights
- Collaborated with the UX research teammates, formulating a team strategy leading to a 12-month team roadmap and training protocol

IBM | Advisory User Experience Research & Design Lead

June 2019 - April 2022 (Hired as UX Researcher; Promoted to Research & Design Lead in April 2021 and Advisory Lead in October 2021)

- Designed two features projected to save customers millions of dollars each year and generate three billion dollars in revenue in the next three years
- Facilitated 15+ workshops with cross-functional teammates, developing member experiences, process improvements, and road maps
- Crafted and presented three surveys, analyzing 160+ responses, influencing updates to executive leader product strategy
- Redesigned team workflow for 5 designers, promoting a 53% increase in designs delivered across two releases

Design Strategist Intern | EPAM Continuum

May 2018 - August 2018

- Performed 7 at-home user interviews for top-tier home appliance company, synthesizing research into design recommendations
- Executed 8 resonance testing interviews for globally renowned chemical company, validating and suggesting product ideas

Deloitte | Senior Analyst

February 2014 - June 2017 (Promoted from Analyst role in July 2015)

- Facilitated a 1.5-hour interactive training on risk management for 75 employees, earning the opportunity to train 10 C-Suite executives
- Consulted hundreds of clients on interpreting compliance procedures, earning an advisory role to a Fortune 500 multi-billion dollar client