

TIEN DO

UX Researcher | Seattle, WA | tieen.do@gmail.com | www.tiendospace

SUMMARY

Senior UX Researcher with 7+ years of experience leading consumer mobile and product research across health tech and automotive. Proven founding researcher who builds practices from scratch, influences cross-functional leadership, and drives measurable outcomes through qualitative and quantitative methods.

WORK EXPERIENCE

NimbleRx

A technology company that enables pharmacies across the country to streamline their interactions with patients.

Senior UX Researcher | December 2022 – Present

- Increased patient app adoption by 5% through user discovery, usability assessment, and A/B testing on a direct-to-consumer mobile product.
- Increased fill volume by 30% and onboarded 20+ new pharmacies by identifying pain points through qualitative research including interviews, contextual inquiry, and concept testing.
- Led workshops with cross-functional leadership to map service design for new pharmacy verticals, directly influencing product strategy and roadmap.

UX Researcher | February 2021 – December 2022

- Founding researcher across all product verticals, establishing research practice, processes, and tooling from scratch in an early-stage environment.
- Improved NPS by 15+ points through improved data collection, tracking, and analysis sharing with leadership.
- Built a research repository to improve visibility and drive research adoption across the organization.

Telenav

An AI-powered navigation, infotainment, and in-car commerce solutions provider for automotive OEMs.

UX Researcher | July 2019 – September 2020

- Led research efforts to uncover product direction for a new in-car commerce initiative, shaping early strategy through generative discovery and stakeholder alignment.
- Conducted usability and compliance testing for HMI interfaces to meet European automotive safety standards, including MirrorLink certification requirements.
- Improved usability and NPS through iterative testing for OEM infotainment, achieving System Usability Scale (SUS) above 80 and NPS above 30.

UX Researcher Intern | June 2018 – September 2018

- Conducted drive-along usability tests for mobile navigation to improve onboarding and first-user experience for a major OEM client.
- Launched a beta program to gather continuous user feedback for bug tracking and product improvements.

EDUCATION

M.S., Human-Centered Design & Engineering | University of Washington, 2019

SKILLS

User Interviews | Usability Testing | Diary Studies | Contextual Inquiry | Ethnographic Studies | Survey Design | Concept Testing | Focus Groups | Prototyping | Design Thinking Workshops | UX Copywriting | Written Communication