Ben Liongson

Senior UX Researcher

CONTACT

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PROFILE

Research leader with expertise in:

- Generative research
- Evaluative research
- Survey design
- Remote interviews
- Usability testing
- Generative AI tooling
- Product and business strategy
- Quantitative analysis
- Workshop facilitation
- Cross-functional collaboration

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

- Developed and maintained UX research roadmaps, enabling product, design, and engineering to address research needs for 6+ product cycles
- 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

IBM | Advisory User Experience Researcher & Design Lead
June 2019 - April 2022 (Promoted in April and October 2021)

- Led 30+ concept tests, resulting in two product features that saved customers millions of dollars and generated company, $3 billion in revenue
- 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
- Mentored 7+ multi-disciplinary professionals in UX research methodologies, enabling the team to scale UX research capabilities

EPAM Continuum | User Experience Researcher & Strategist Intern
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 Compliance Research 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