

Alice Li

Psychology-Based | Mixed-Method UX Research | AI Sports & Health Tech

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SUMMARY

Mixed-method UX Researcher with a foundation in psychology, most recently focusing on how people understand, trust, and act on AI analysis of their own movement in an AI sports-tech product. Plans and runs studies end to end—field and contextual research, usability and concept benchmarking, surveys, behavioral analytics—and partners with design, engineering, and growth to turn findings into decisions in fast-moving environments.

WORK EXPERIENCE

Perflection AI (AI sports-tech product, B2B2C)

Founding Product & Research Lead

Jun 2026 - Present

UX Researcher & Product Strategist

Jan 2026 - May 2026

- Diagnosed why the product stalled after launch through user interviews, behavioral analytics, and investor conversations, then drove a pivot to a new product direction, aligning design, engineering, and founders around it and shipping the new concept with the founding engineer.
- Run a mixed-methods research program across golfers and coaches— 20+ golfer and 10+ coach interviews, concept testing, surveys, and behavioral analytics — to understand how people interpret and act on AI analysis; lifted AI-report adoption from 32% to 56% within two months of launch and have held it at 53–59% since, while growing to 1,300+ registered users and 11+ partnered PGA coaches.
- Built a usability and concept-testing scorecard that measures if users understand and accept new concepts, turning qualitative sessions into scores comparable across releases, and ran it in a dual-track process that validated shipped features while testing future concepts on 1-2 week release cycles.
- Lead a 2-person UX research team on a 6-person product team, setting priorities with design, engineering, and founders and mentoring both researchers; directed 20+ CMU Product Management Association student researchers on a real Perflection study (Mar-May 2026).

Carnegie Mellon University

Teaching Assistant, UX Research

Aug 2025 - Oct 2025

- TA'd a graduate UX Research course, guiding coursework and critique for the semester's cohort.

User Researcher Intern

Jun 2025 - Aug 2025

- Reshaped the academic service experience for 100+ students, running mixed-methods research across the enrollment and learning journey and turning findings into concrete redesign decisions.
- Drove redesign decisions across admissions, career-coaching, and alumni teams by surfacing systemic service gaps through user interviews, statistical data, and journey mapping.

Siao Shih Guang Experimental Education School

User Researcher & Product Operations

Feb 2022 - Aug 2024

- Increased applicant conversion 20% year over year by pinpointing friction in the enrollment journey through ethnographic research and service blueprinting, then redesigning drop-off points.
- Boosted internal team productivity 25% by rebuilding the parent-teacher communication system around how staff and families actually worked.

AAPD Co., Ltd.

Product Research & Operations

Aug 2023 - Feb 2024

- Grew program applications to 200+ and lifted participant satisfaction to 78% by tracking field-level completion and drop-off across the registration flow and fixing the friction points it exposed.

hunger (B2B2C CRM SaaS)

UX Researcher & Go-to-Market

Sep 2020 - Jul 2021

- Took a new B2B2C product from 0 to 1 through interviews, field research, and usability testing, turning unmet needs into positioning and a repeatable go-to-market pipeline — growing from 0 to 100+ paying customers and 1,000 free users within four months.

EDUCATION

Carnegie Mellon University

Master of Integrated Innovation for Products & Services (MIIPS)

Aug 2024 - Dec 2025

- Relevant Courses: Product Development, User Research, Persuasive Design, Accessibility, AI in Healthcare, Data Management
- Capstone (Canon USA, hardware): Canon Therma, a self-calibrating thermal label printer and consumables subscription that cuts printing interruptions for small businesses, from 20+ interviews, 10+ field and contextual studies, and workflow video analysis.
- Independent Research Project: Designed TrustPulse, a consent-based health-transparency concept for dating apps grounded in interpersonal trust theory (Mayer, Davis & Schoorman), based on 20 user interviews (on Medium).

National Chengchi University

Bachelor of Psychology

Sep 2016 - Jun 2020

Relevant Courses: Statistics for Psychology, Human Learning & Cognition, Social Psychology, Consumer Behavior, Marketing

SKILLS

Research: Mixed-Methods Research, In-Depth Interviews, Contextual Inquiry, Ethnographic & Field Studies, Concept & Usability Testing, Surveys & Statistical Analysis, Behavioral Analytics, Van Westendorp Surveys, Heuristic Evaluation, Generative & Evaluative Research

Product & Strategy: Research Roadmap Ownership, Product Discovery, Go-to-Market, Prioritization & Roadmapping, Monetization & Pricing

Leadership & Collaboration: Dual-track Agile/Research, Cross-functional & Stakeholder Communication, Insights Storytelling, Mentorship

Tools: Figma, Miro, FigJam, Dovetail, PostHog, Tableau, SPSS, Python, Notion, Jira, Monday

Languages: English, Mandarin **Awards:** 2025 MIIPS Changemaker