JACKIE XU

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PROFESSIONAL EXPERIENCE

Junior UX Researcher Mar 2026 – Present | Toronto, Canada
Hootsuite
- Moderated interviews with 12 customers in post-launch research across AI products, identifying adoption barriers and growth opportunities that informed product changes followed by a 42% month-over-month increase in engagement
- Owned end-to-end research for a 0-to-1 product, from initial discovery through alpha and beta, translating user needs into product strategy, feature priorities, and design decisions
- Created 12 research-backed personas adopted across 5 product areas, synthesizing JTBD, workflows, pain points, and KPIs to align product and design decisions around customer needs
- Built and deployed Claude Skills for customer-feedback synthesis, study planning, and recruitment, with built-in verification steps for output accuracy, reducing recurring research task time by 40%+ across Product, Design, and Research teams
- Launched a customer research recruitment program with CSM and Account Management teams, combining study visibility, participant tracking, and recruitment incentives to grow the internal research panel by 60%

UX Research Intern May 2025 – Mar 2026 | Toronto, Canada
Hootsuite
- Led moderated prototype testing for a complex tagging and Boolean-filtering system spanning 5 product areas, shaping MVP requirements backed by enterprise requests representing $5.5M in ARR
- Built an integration-demand dashboard triangulating RFPs, CRM data, customer calls, and revenue signals across 100+ enterprise accounts, validating data across sources to inform the launch of 3 integrations requested by customers with $4.76M in ARR
- Centralized research resources and study tracking across shared Product and Design systems, increasing monthly repository usage by 25% and improving organization-wide visibility
- Facilitated monthly cross-functional feedback panels with Sales, Support, and Success teams, synthesizing recurring growth barriers into insight reports that informed quarterly roadmap and strategy planning

Product Analyst Sep 2024 – Apr 2025 | Toronto, Canada
Manulife
- Developed automated Power BI dashboards to surface funnel drop-offs, defects, and friction across web and mobile journeys, guiding Product and Engineering fixes that contributed to a 15% reduction in related support tickets
- Led competitive analysis and secondary research for a global digital experience audit, mapping end-to-end customer journeys to secure funding for a unified design system projected to reduce friction by 75%+ and deliver six-figure development savings
- Automated weekly web and app funnel reporting and built CRM-based customer segmentation models using SQL, cutting report turnaround by 60% and surfacing behavioral patterns that guided personalization priorities

Customer Experience Analyst Jan 2024 – Apr 2024 | Toronto, Canada
Allshores
- Produced a mixed-methods Voice of Customer report, dashboard, and leadership presentation synthesizing surveys, client feedback, and business data, guiding improvements that contributed to an 18% CSAT increase and 24-point NPS gain
- Ran A/B testing on an online claims form, translating behavioral findings into 6 usability and design recommendations that reduced abandonment by 14% after relaunch

EDUCATION

University of Waterloo Sep 2021 – Apr 2026 | Waterloo, Canada
Bachelor of Arts, Honours Psychology (Research Intensive Specialization)

SKILLS

Qualitative: Interviews, Usability Testing, Personas, Journey Mapping, Competitive Analysis, Literature Reviews

Quantitative: SQL, R, SPSS, Surveys, A/B Testing, Tree Testing, Data Visualization, Statistical Analysis

Research & Product Tools: UserTesting, SurveyMonkey, Looker, Maze, Qualtrics, Dovetail, Claude, Cursor, NotebookLM, Figma, Miro, Jira, Confluence, Airtable, Excel, Power BI, Tableau