

Alex Bai

Senior UX Researcher | Mixed Methods

[Email](#) | [LinkedIn](#) | [Portfolio](#)

Professional Summary

UX researcher connecting what people experience with the decisions teams need to make. My practice spans enterprise platforms, employee experiences, and consumer marketplaces, combining interviews, usability testing, surveys, and service blueprinting. I work with product, design, and engineering partners to turn evidence into priorities, and validate AI-assisted synthesis against original sources.

Core Competencies

Research: Interviews | Contextual inquiry | Moderated usability testing | Survey design | Thematic analysis | Journey mapping | Service blueprinting | Stakeholder workshops | Evidence synthesis

Research & collaboration tools: Figma | FigJam | Miro | Dovetail | Google Forms | Optimal Workshop | Maze | UserTesting | UserZoom | Qualtrics | SurveyMonkey

Analysis & visualization: Tableau | Alteryx | Lucidchart

AI & development tools: BMAD (BMad Method) | VS Code | Claude Code | GitHub Copilot | ChatGPT | Codex | Google Antigravity | Gemini | NotebookLM

Professional Experience

JPMorgan Chase | Columbus, OH

Senior UX Researcher | March 2025-Present

- Current research in Legal & Regulatory Control Operations; earlier work on corporate technology platforms, including IEP Maintenance and Harmony.
- Lead interviews and workflow walkthroughs to reveal employee workarounds, undocumented business rules, and multi-role handoffs; translate findings into service blueprints and modernization requirements.
- Led a moderated usability baseline for IEP Maintenance with 23 developers and application owners, comparing task performance, effort, and satisfaction to prioritize navigation and actionability improvements.
- Designed and analyzed a Harmony satisfaction survey, connecting role-based measures and open-text feedback to engineering backlog priorities.
- Use AI-assisted transcript and document analysis as a draft, cross-checking source artifacts and subject-matter expert input before presenting findings.

Kohl's | Milwaukee, WI (Remote)

People Analytics Associate (UX Research) | June 2023-February 2025

- Conducted usability research and employee interviews for a Workday career landing page, informing clearer navigation, job-search pathways, and supporting content.
- Reported redesign outcomes: 15% higher satisfaction, 8% lower bounce rate, and 12% less time to find information.
- Combined qualitative feedback with HR analytics using Tableau and Alteryx to communicate findings to stakeholders.
- Contributed research protocols and feedback loops to the HR Responsible AI Use-Case Team.

John Pappajohn Entrepreneurial Center, University of Northern Iowa | Cedar Falls, IA

Graduate Researcher (Mixed Methods) | August 2021-May 2023

- Co-led the Black Capital Study, combining surveys and qualitative inquiry to understand capital-access barriers and support needs among entrepreneurs.
- Conducted contextual research for BranchSaw, an autonomous tree-trimming technology, informing onboarding, usability, and trust recommendations.

Takhfifan

Lead Researcher (UX & Market Insight) | March 2021-August 2021

UX Researcher | February 2019-March 2021

- Researched marketplace shopping journeys and customer-support experiences to inform product priorities.
- Mentored and occasionally managed nine researchers, designers, and analysts.

Tajhiz Tahviah

UX Research Intern | October 2018-January 2019

- Conducted usability testing and heuristic evaluation; contributed user flows and interface prototypes.

Education

Master of Business Administration | University of Northern Iowa

Master of Arts in Linguistics

Graduate Certificate in Entrepreneurship | University of Northern Iowa

Professional Development

Advanced Journey Mapping | Nielsen Norman Group | Two-day workshop attendance

Selected Publications

Generative AI: Boosting Adaptability and Reducing Workplace Overload. Journal of Computer Information Systems, 2024. DOI: 10.1080/08874417.2024.2417672

Human Resources Strategies: From Job Satisfaction to Innovation in the Age of Technostress. Journal of Business Management and Economic Development, 2024. DOI: 10.59653/jbmed.v2i03.652

Digital Crowdsourcing and VGI: impact on information quality and business intelligence. Spatial Information Research, 2024. DOI: 10.1007/s41324-024-00572-2