BONNIE LOO

Contact Info

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[LinkedIn](#)   [Student Project](#)   [Case Study](#)

UX Researcher

Analyze User Data | Achieve Measurable Results | Empower User Experiences

Self-motivated researcher approaching complex problems with curiosity and understanding of user motivation, perceptions, learning, and social factors. Dedicated to communicating research insights and findings to translate to product iterations and business impact.

A detail-oriented designer who develops thorough artifacts for ideation. Dependable team player committed to bringing together users and team members to construct creative user experience solutions.

Expertise:

User Research | Wireframing | Usability Testing | Prototyping | User Interviews | Competitive Analysis | User Stories | Figma | Marvel

Projects | 2023

Bitesize UX
UI Case Study: SeniorTix

- Reformatted the dropdown navigation bar of the SeniorTix site, effectively targeting UX challenges associated with low vision and motor disabilities in senior citizens
- Constructed wireframes based on a brainstorming session for resolutions to accessibility issues that users encountered in a simulation, which resulted in a high fidelity wireframe that communicates the final redesign

CareerFoundry, Berlin, DE
UX/UI Case Study: Healthly app

- Designed a health-focused web app that empowers its users to manage and achieve their health/wellness goals
- Captured the needs of target users through user research consisting of user interviews, user personas, user journey maps, and user flows
- Converted insights from accessibility guidelines and user research data collected through card sort and usability testing to continually improve prototype iterations until a polished, clickable prototype was achieved

Voice Interaction Case Study: 5- Minute Recipes voice-activated skill

- Created an Alexa skill that guides users through recipes of their choosing in an interactive process
- Compiled voice scripts, sample dialogues, user flows, and usability testing to account for varying user utterances, user pain points, and errors within interactions
- Developed Alexa skill to a base-level MVP stage with minimal coding in Amazon Web Services

Volunteer Work

UX Research and Design Volunteer (Remote)
The Climate Tech Handbook | 2023 - 2024

- Collaborated closely with the client to actively integrate feedback that unifies the client's vision and the needs of the users during developing phases of the project
- Collaborated on a design team in conducting a competitive analysis, which outlined a plan for bringing together site features personalized for the target audience

Professional Experience

Senior Specialist (Remote)

Hims and Hers | 2024-Present

Manages the evaluation of user feedback in net promoter score surveys and analyzes data, creating actionable insights

- Manages escalated user cases through messaging and phone channels
- Compiles comprehensive review and points of interest in dispute cases
- Investigates third-party requests and streamlines communication across teams

Care Coordinator (Remote)

Apostrophe | 2021 - 2024

- Managed the evaluation of user feedback in net promoter score surveys and analyzes data, creating actionable insights
- Enhanced visibility of alerts which led to a decrease in the frequency of user painpoints previously emphasized in all-hands meetings
- Actively flagged and brainstormed solutions to development and design teams for real time and prospective customer complaints

Course Manager (Remote)

Kevin Shen, LLC | 2020 - 2021

- Facilitated continual upkeep of course sites with edits to information architecture and course updates
- Defined and compiled writing pieces for public course features that showcased the client's brand

Patient Navigator (San Francisco, CA)

Laurel Fertility Care | 2019 - 2020

- Optimized feedback system for a daily client base of 50+ customers, that directly improved the efficiency of internal operations
- Conceptualized effective training sessions to mentor a team of four staff members through verbal training sessions

Awards

Apostrophe- Girl Scout Award | 2022

- Demonstrated outstanding customer and team support and continuous upskilling in new tools

Education

Bachelor of Science (B.S.), Sociology

University of California, Riverside, CA

(Dean's Honor List) | 2017

UX Design Certification, **Voice User Interface Design Specialization**

CareerFoundry, Berlin, DE

2023-2024

Instructional Design Certification

Oregon State University

2025-Present