

# CHRISTOPHER WONG

MARKETING / UX RESEARCHER

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## EDUCATION

December 2008  
University of Connecticut, CT  
*Master of Arts, Survey Research*

May 2004  
College of William & Mary 2004  
*Bachelor of Arts, Philosophy*

## RELEVANT SKILLS

Survey Research Methodology  
UX Research Methodology  
Statistical Data Analytics  
C-level Reporting and Presenting  
Vendor Management  
Client Management (Internal and External)  
Mentoring  
Panel Management  
Python - Intermediary

## PROFESSIONAL EXPERIENCE

January 2016–Present

### **Freelance Market / User Researcher**

*EandRWorld, Tokyo, Japan*

- Conducted market research on client products to gauge market viability using various Qualitative (IDI/Diary Studies) and Quantitative methods (SurveyMonkey and Qualtrics surveys)
- Conducted user research on client products to gauge usability of product through various prototype stages using a variety of methods (Focus groups, Card Sorts, Field studies, Internal IDIs and A/B testing)
- Led the launch of multiple products resulting in new revenue of \$400K on initial launches

October 2013–November 2014

### **CSR Strategy Contractor**

*Toyota Motor North America, New York, NY*

- Created reports sent to CEO of company and other c-level executives
- Developed and executed qualitative and quantitative research projects with vendors and consultants
- Used secondary research to develop supplemental findings
- Crafted mixed model market research with constantly updating verbiage through multiple steps (UX methods) including internal IDIs, focus groups, highlighting exercises and online survey to create corporate mission statement
- Worked closely with Corporate Communications, Corporate Social Responsibility and North American Environmental Affairs groups to provide relevant, actionable and timely insights on Toyota's corporate reputation and its competitive landscape in the U.S.
- Co-led vendor selection and review with PR counterpart for new company-wide vendor

October 2011–March 2013

### **Senior Associate Research Manager**

*Time, Inc., New York, NY*

- Implemented survey research both through vendors and managed consumer panel
- Worked on UX study involving app launch for tablet in focus group and survey stages
- Created and managed ad effectiveness studies for print and digital properties through survey testing and A/B testing
- Issued and presented studies to publishers and editors

September 2008–October 2011

### **Insights Manager**

### **Research Associate**

### **Project Director**

### **Intern**

*The Pert Group (now MetrixLab), Farmington, CT*

- Wrote and analyzed pre-production prototype ergonomic focus groups..
- Conducted national and global qualitative and quantitative market research studies for top CPG clients including concept testing, competitive benchmarking, awareness & usage, home use tests and taste tests
- Analyzed statistics (Least Squared Means, Chi-square test, T-tests)
- Created and wrote reports before presenting findings to clients