Jamie K. Li

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PROFESSIONAL PROFILE

I am a results-oriented UX Researcher that combines keen analytical skills with a deep understanding of user behavior. Proven track record of driving product innovation through actionable insights. Experience with various qualitative methods (e.g., interviews, concept testing, mental models, usability testing) and products across the life cycle, including those in concept, early stage, and mature.

SKILLS

- Qualitative Methods
- Quantitative analysis
- Usability / Interviews
- Surveys
- Rapid Iterative Research
- Python
- Mental Models
- AI tools for UX research

RELEVANT EXPERIENCE

Meta Reality Labs via Magnit Global (Burlingame, CA) **Jan, 2025 - Apr, 2026**
UX Researcher
- Led user research to assess the software quality of inputs (e.g., Hands, Gaze, Controllers) for various Reality Labs products, ensuring that new launches or prototypes are de-risked
- Utilized both qualitative and quantitative methods (e.g., concept testing, benchmarking, usability testing, in-depth interviews, surveys, and A / B testing) to triangulate findings to provide a holistic view
- Used python to analyze quantitative results (i.e., find means, t-test, deviations, regressions, correlations)
- Utilized AI to accelerate quant and qual data analysis, chart creation, and prototype testing
- Collaborated with product managers, engineers, and designers to define end-to-end research goals and derive actionable insights that drove product iterations.
- Analyzed data and synthesized insights - creating clear, digestible reports and presentations for cross-functional teams.

Meta Reality Labs via Iconma (Burlingame, CA) **Oct, 2022 - Jan, 2024**
UX Researcher
- Defined research goals and presented actional insights on the overall VR/MR Hands experience by leading and managing end-to-end research projects
- Identified key areas for improvement in the Hands experience and worked with designers, PMs, and engineers to implement a new strategy
- Managed recruitment of local participants by working with vendors to identify and contact qualified participants
- Prioritized and aligned individual study designs to optimize for stakeholder needs, timelines, and cost
- Communicated insights and provided decks tailored to audiences: designers, engineers, product managers, and to director level / VPs
- Employed a variety qualitative and quantitative methods depending on data availability and needs
  - Qual: 1:1 interviews, usability testing, mental models, concept testing
  - Quant: benchmarking, surveys, python, regression, anova, t-test

Microsoft via Allovus (remote) **Jan, 2022 – Jun, 2022**
UX Researcher
- Defined jobs-to-be-done for Excel Online for various types of users by conducting generative research
- Utilized diary studies, surveys, and interviews to define mental models and JTBD
- Analyzed qualitative data and quantitative data: interviews, usability testing, surveys

Google via Crowdstaffing (Mountain View, CA) **Jul, 2020 – Apr, 2021**
Data Coordinator
- Helped team identify unknown security issue with the Pixel Under-Display Fingerprint (FP) Sensor by evaluating spoofing metrics of the fingerprint sensor
- Contributed to the generation of a new method for collecting fingerprints that reduced user effort while maximizing accuracy

- Collected data from user studies, validation studies, and usability testing to measure fingerprint sensor accuracy
- Data analysis / Deck creation: used MATLAB to analyze sensor performance. Generated insights and created results deck

Stanford University - Department of Psychology (Palo Alto, CA) **Sep, 2015 – Jun, 2019**
Social Science Research Professional

- **Co-authored 9+ academic papers which gathered over 700+ citations to inform our understanding of human self-regulation**
- Created and drafted research plans to submit for review
- Used JavaScript to code 50+ tasks and surveys to delineate and measure complex behaviors and attitudes
- Data cleaning and quality control: Identified / removed subjects with abnormal or sub-optimal performance using Python and JavaScript, readied data for analysis
- **Data analysis:** used Python and Matlab to perform hypothesis testing, ANOVAs, correlations, regressions
- **Results presentation:** Presented background, methods, results, and discussion of studies at a conference

EDUCATION

University of California, San Diego (2015) - B.S in Psychology & Cognitive Science Minor

SELECTED PUBLICATIONS IN THE FIELD OF PSYCHOLOGY & COGNITIVE NEUROSCIENCE, 700+ CITATIONS

Bissett, P., …, **Li, Jamie,** et al (2025). *Arbitrary stimuli are not devalued by stopping action. A registered replication of Wessel et al (2014)*. JEP:General

Olson, J., **Li, Jamie,** Montgomery, S., Nitz, D. (2020) *Secondary motor cortex transforms spatial information into planned action during navigation.* Current Biology

Eisenberg, I., …, **Li**, **Jamie**, et al (2019). *Uncovering the structure of self-regulation through data-driven ontology discovery.* Nature Communications

Wimmer, G., **Li Jamie,** Gorgolewski, K., Poldrack, R. (2018) *Reward learning over weeks versus minutes increases the neural representation of value in the human brain.* Journal of Neuroscience