Quincey Zhou

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SUMMARY

User Researcher with 4+ years of experience conducting mixed-method research across mobile OS and international consumer products. Proven track record leading end-to-end research—from strategic discovery to post-launch evaluation—with demonstrated impact on product roadmaps and executive decision-making. Strong background in international research (Europe and Southeast Asia), translating user insights into product strategy, experience planning, and feature decisions in cross-functional teams.

WORK EXPERIENCE

Xiaomi - HyperOS (Operating System)   **Beijing, China**
UX Researcher   *05/2024 - present*
Xiaomi, A global top-3 smartphone maker with 640M+ monthly active users

- Led end-to-end user research across the complete product lifecycle for Xiaomi's HyperOS mobile operating system—from strategic positioning and user needs discovery, through discovery validation and usability testing, to post-launch satisfaction analysis and metrics evaluation.
- Completed 18 research projects, serving as primary researcher on 11 projects, and synthesized 112 actionable insights, achieving a 93% stakeholder adoption rate.

A. Selected Case 1: German User Needs Research for Mobile OS
   a. Led Xiaomi HyperOS's first on-site user research initiative in Europe to identify German users' mobile OS needs and preferences within the context of local lifestyle patterns and market contexts.
      i. Applied a hypothesis-driven research approach, leveraging domestic user needs frameworks and expert interviews to form initial assumptions, then validated them through in-person focus groups, identifying four distinct, market-specific user needs in Germany.
      ii. Managed complex cross-functional collaboration across 8 teams spanning multiple time zones and languages. Personally screened and trained local moderators to ensure research quality and cultural sensitivity
   b. Presented findings directly to HyperOS President at executive leadership meeting. Insights were incorporated into two product tracks within the 2025 international experience roadmap.

B. Selected Case 2: Understanding Multitasking Behaviors on Foldable Smartphones
   a. Conducted end-to-end research on multitasking behaviors in foldable smartphones (e.g., floating windows, split screen,windowing modes), systematically mapping user motivations, core scenarios, and interaction flows, and identifying strategic differences and experience trade-offs across competitor designs.
      i. Redefined the multitasking research framework by demonstrating that traditional work-vs-leisure scenario classifications break down in multitasking contexts. Through competitive design analysis, identified two core multitasking strategies—frequent task switching and goal-oriented task coordination—leading to a 2×2 scenario framework based on attention allocation × task relatedness to structure subsequent scenarios and motivation analysis.
      ii. Conducted cross-brand, hands-on comparative testing and realistic scenario simulations to minimize bias from users' single-system experience. Facilitated participant-led identification of multitasking evaluation criteria, enabling a comprehensive assessment of competitive strengths and weaknesses.
   b. Delivered research insights to product track leads and collaborated with business teams to co-create project initiation documents. Insights informed product strategy for multitasking features and validated proposed design solutions.

C. Additional Research Projects
   a. Built user segmentation model using Confirmatory Factor Analysis (CFA) to provide more precise user targeting for product lines.
   b. Tracked user satisfaction and feature awareness following HyperOS launches and first-month device sales.Applied Correspondence Analysis (CA) to uncover relationships between brand perception and experience indicators
   c. Led usability testing for HyperOS, focusing on key product tracks and features. Validated user acceptance, identified potential risks early, and informed final design decisions.

ByteDance – Helo (Southeast Asia Social Media Platform)   **Beijing, China**
Design Op   *07/2020 - 08/2022*

ByteDance, serves around 2 billion monthly users, with TikTok as a flagship app.
- Led user feedback analysis, sentiment monitoring, and UX research for Helo, an international social media platform. Research focused on local content preferences and feature optimization including Feed, Profile, and Notifications.

D. Selected Project: Indonesian users' content preferences for News Feed
   a. Investigated Indonesian users' perceptions and preferences for "trending content" to inform localization strategy.
      i. Extended longitudinal diary study by continuously tracking 15 users over 2 months to capture both major trending events and everyday news consumption patterns, accounting for the unpredictable nature of social media.
      ii. Maintained high participant engagement in a remote, long-term study by establishing local user groups, simplifying diary entries, and optimizing incentive mechanisms.
   b. Generated actionable insights showing that target users prioritize grassroots and local trending content, guiding the content team to adjust content strategy; Diary data was adopted as training materials for local content operations team, improving their content judgement.

EDUCATION

University College Dublin   **Dublin, Ireland**
MSc. Human-Computer Interaction   *09/2022 - 09/2023*

Guangdong University of Foreign Studies   **Guangzhou, China**
Bachelor of German   *09/2016 - 06/2020*

SKILLS

Research Skills: In-depth Interview, Focus Group, Questionnaire, Diary Study, Usability Testing

Technical Skills: SPSS, R, Jamovi, Figma, Photoshop, Excel (VLOOKUP), Word, PowerPoint