

Angelita Cecilia

UX Researcher | Global Monetization | Social Commerce & Product Strategy

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UX Researcher with 3+ years of applied product research experience, combining qualitative and quantitative methods to generate strategic insights across global monetization and social commerce ecosystems. M.S. Digital Communication, UW 2026 (GPA 3.9, Dean's List). Conducted independent end-to-end research on trust and monetization dynamics within TikTok Shop. Proven ability to translate research findings into strategic narratives that influence cross-functional teams including designers, PMs, and engineers. Multilingual in 4 languages with experience collaborating across culturally diverse global teams.

WORK EXPERIENCE

UX Designer & Researcher

UW Seattle Libraries | June 2025 – Mar 2026

- Conducted 46+ moderated usability testing sessions and benchmark studies to iteratively refine platform features, translating findings into strategic design recommendations adopted by cross-functional teams of engineers, product managers, and content leads.
- Partnered with designers and engineers to prioritize research opportunities and integrate user-centered insights into an ongoing redesign of 150+ webpages, working autonomously across multiple simultaneous projects in a fast-paced environment.

Creative Director & Online Business Owner

JollyMart.id | Jan 2020 – Present

- Analyzed user behavior data, platform logs, and content performance within a social commerce ecosystem on Shopee to optimize product discovery and purchasing flows, demonstrating deep familiarity with social media industry dynamics, scaling to 49,000 followers and 3,200+ monthly sales.

INTERNSHIP EXPERIENCE

UI/UX Designer & Product Development Intern

Teledental Service Inc. | Mar 2025 – May 2025

- Conducted qualitative user research and usability testing to identify key product opportunities, translating findings into Figma wireframes and high-fidelity prototypes that improved accessibility scores by 90% and user satisfaction by 45%.
- Partnered cross-functionally with product managers and engineers to incorporate complex technical requirements into research-driven design improvements, reducing task completion time by 35% and developer handoff time by 25%.

PROJECT EXPERIENCE

UX Researcher & Designer

Canvas + Events, University of Washington | Mar 2025 – May 2025

- Collected and analyzed user behavior through field visits, ethnographic interviews, and surveys with UW students, synthesizing findings into personas, journey maps, and a behavioral framework to identify novel product opportunities in campus event discovery.
- Advocated research findings to academic and engineering stakeholders through written reports and presentations, driving 3 major product pivots each validated against usability benchmarks.

Product Designer & UX Researcher

Museum of Flight Visitor App | Aug 2025 – Nov 2025

- Executed a multi-method research program including user interviews, field observations, ethnographic studies, surveys, card sorting, and heuristic reviews to identify novel product opportunities in visitor experience design.
- Designed 10 core features across 4 categories informed by data-driven research insights, validated through 2 rounds of prototype testing with real users and presented to stakeholders through written reports and in-person reviews.

UX Researcher & Product Designer

Decision Confidence in Social Commerce, TikTok Shop | Jan 2026 – Mar 2026

- Led independent strategic research into TikTok Shop's global monetization ecosystem, identifying 6 novel product opportunities by mapping hesitation triggers across shoppers, creators, and sellers using competitive analysis, behavioral pattern mapping, and secondary research.
- Translated findings into a strategic product narrative — the Confidence Layer — influencing cross-functional product strategy through a 3-phase validation plan covering moderated usability (12 users), comparative prototype testing (20 users), and a proposed live A/B test measuring cart abandonment and repeat purchase rate.

HONORS & AWARDS

Dean's List 2023 & 2026 | University of Washington — GPA 3.5+ across both B.A. Communication and M.S. Digital Communication programs.

Employee Scholarship 2026 | UW Libraries — selected for independently migrating and redesigning 150+ webpages within 6 months with measurable improvements in IA, WCAG 2.1 compliance, and cross-platform consistency.

SKILLS

Qualitative Methods: In-depth interviews, focus groups, ethnography, usability testing, concept testing, think-aloud protocols, field studies

Quantitative Methods: A/B testing, surveys, benchmark studies, server log analysis, behavioral pattern mapping, data analysis

Research Tools: Figma, Miro, Optimal Workshop, UserTesting, Google Analytics, Hotjar, Tableau, Power BI, SEMrush

Communication: Strategic narrative writing, research reports, stakeholder presentations, cross-functional advocacy, influencing product strategy

Social Media Platforms: TikTok, Instagram, LinkedIn, YouTube, Shopee — deep familiarity with social commerce and content creation ecosystems

Languages: Bahasa Indonesia (Native), English (Full Professional), Mandarin (Professional Working), Japanese (Limited Working)

EDUCATION

M.S. Digital Communication & Media University of Washington, Seattle | Sept 2024 – Mar 2026 | GPA: 3.9 | Dean's List

Specialization: UX Research | Relevant: UX Research Strategies, User-Centered Design, Designing Information Experiences, HCI

B.A. Communication, Minor in Business Administration University of Washington, Seattle | Sept 2021 – Mar 2023 | GPA: 3.5 | Dean's List

Relevant: Psychology of Human Design, Marketing Strategies & Brand Management, Communication in Emergent Technology, SQL