

Tim Yoo

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ABOUT

UX Research Lead with 8+ years driving product strategy through human-centered research — from zero-to-one lifecycle mapping with senior executives to 3,000-person consumer surveys that redirected roadmaps. Experienced across consumer platforms, fintech, and enterprise software. Known for translating complex behavioral and attitudinal data into clear product opportunities and earning alignment from cross-functional teams and C-suite-adjacent leadership.

EXPERIENCE

JPMorgan Chase

Sep 2022 – Present

UX Research Lead · Global Banking

- Shaped Global Investment Banking platform strategy by mapping the end-to-end equity capital markets deal lifecycle for the first time firm-wide — an 8-week program of executive working sessions with Managing Directors and senior leadership across North America and EMEA — whose findings were presented directly to the most senior product executive reporting to the JPMorgan CEO, resulting in six downstream initiatives including an AI-assisted pitchbook tool, a new investment banking onboarding curriculum, and a firm-wide large language model research repository.
- Defined the product requirements for a new investor intelligence dashboard by interviewing seven senior bankers across North America and Europe; the resulting Jobs to Be Done framework became the shared language between research, product, and engineering and translated directly into the data fields prioritized for launch.
- Uncovered the root causes of platform adoption barriers through screen-sharing research with seven capital markets bankers; findings added a deal opportunity discovery capability to the platform whose requirements came almost verbatim from what bankers described needing.
- Established a centralized research repository and AI-assisted knowledge tool that scaled institutional insight across teams and eliminated duplicated effort.

Autograph

Jun 2021 – Sep 2022

Senior Researcher

- Drove a full product pivot — from a digital collectibles platform to a fan experience platform — by designing and running a three-phase research program that proved the existing product ranked fifth of six features fans actually wanted: 11 moderated interviews, four focus groups with high-spend collectors, and a forced-choice survey of 3,000 football fans.
- Built a two-persona framework — The Investor and The Fan — that product, partnerships, and leadership adopted as the strategic lens for positioning, platform redesign, and go-to-market decisions going forward.
- Identified the highest-priority membership features for the Tom Brady Signature Experience through audience segmentation and forced-choice analysis, directly informing roadmap sequencing and investment decisions.

Goldman Sachs

Aug 2019 – Jul 2021

UX Researcher

- Supported product launches and feature development across Marcus — Goldman Sachs' consumer banking platform serving millions of members — through qualitative interviews, usability testing, and forced-choice analysis spanning savings, lending, and financial insights products.
- Validated the design direction for the Clarity Money acquisition integration into Marcus mobile through usability research, ensuring a coherent combined experience at launch.
- Created a research governance framework that enabled product managers and designers to run lightweight studies independently, accelerating delivery without sacrificing rigor.

SalesLoft

Jan 2018 – Jul 2019

UX Researcher

- Evaluated usability and friction across the core sales engagement platform and a new conversational intelligence integration, translating findings into actionable design recommendations adopted by the product team.
- Designed a structured feedback loop between users and product through a net promoter score follow-up research process; mentored junior researchers on qualitative methods and stakeholder communication.

EDUCATION

M.S. in Information — Human-Computer Interaction

University of Michigan, Ann Arbor

B.A. in Political Science & Philosophy

University of California, Riverside

SKILLS

Research Methods

User Interviews · Usability Testing · Focus Groups · Contextual Inquiry · Diary Studies · Surveys · Jobs to Be Done · Heuristic Evaluations

Quantitative & Analytics

Forced-Choice (MaxDiff) Analysis · Conjoint Analysis · A/B Testing · Web Analytics · Behavioral Data Analysis · Net Promoter Score Research

Research Ops & Strategy

Journey Mapping · Persona Development · Affinity Mapping · Research Repository Design · Stakeholder Alignment · Research Prioritization

Tools

UserTesting · Qualtrics · Figma · Looker · Confluence

VOLUNTEER

Board Member

Mentor for Change · Jan 2026 – Present

Mentor

Mentor for Change · Jan 2024 – Dec 2025