

Noah (Zijie) Qu

Toronto, ON | Email | Google Scholar | LinkedIn | Portfolio

Ph.D. graduate with 4+ years of experience in Human Factors Engineering and conducting UX/HCI research.

Professional Experience

User Researcher, Centivizer – Toronto, Canada 2022 – 2025

- Led a usability study of “2RaceWithMe,” a virtual-touring exercise-bike product for older adults, with 6 residents in retirement homes; identified navigation, pacing, and accessibility issues and delivered a prioritized list of UX improvements to the product team.
- Designed and prototyped “Build2Race,” a voice assistant that guides older adults through assembling the “2RaceWithMe” product; ran a randomized study with 18 residents across two Toronto retirement homes and showed that the assistant achieved comparable task success to a human coach while better maintaining assembly confidence at a 1-month follow-up, informing requirements for an automated customer support tool.

Project Experience

Doctoral Researcher, Interactive Media Lab – Toronto, Canada 2022 – 2025

- Designed and executed 3 mixed-method (combining qualitative methods (e.g., user interviews) with quantitative methods (e.g., experiments, statistical analysis)) studies and 3 large-scale online surveys on AI-based voice assistants and automated vehicles, collecting data from 120 older adults and 1,400+ participants.
- Applied usability tests, interviews, and field studies with older adults to evaluate voice-assistant; translated findings into specific design changes such as restructuring task flows, simplifying instructions, refining error and confirmation messages, and adding accessibility features (e.g., larger text, clearer icons, audio prompts).
- Established and maintained research partnerships with two local long-term care homes (Chartwell and Presentation Manor), overseeing ethics, recruitment, and on-site data collection for studies with older adults.
- Utilised comprehensive data analysis techniques, including qualitative coding for thematic analysis using NVivo and quantitative statistical analysis using R, producing reports that informed design guidelines and improved system performance.
- Authored 7 peer-reviewed publications (5 as first author) and submitted 4 additional manuscripts (3 as first author), disseminating design and research insights to HCI, Human Factors, and AI communities.

New Media Designer, Royal College of Art – London, UK 2019 – 2021

- Led and contributed to 2 UX design, 5 new media design, and 3 speculative design projects (see portfolio for details), coordinating with writers, developers, and visual designers to deliver cohesive interactive experiences on tight studio timelines.

Education

Ph.D. in Human Factors Engineering, **University of Toronto** – Toronto, Canada Jan 2021 – Dec 2025

M.A. in Digital Direction (Distinction), **Royal College of Art** – London, UK Sept 2019 – Feb 2021

B.F.A. in Visual Communication, **Chongqing University** – Chongqing, China Sept 2014 – Jun 2018

Proficiency

- UX Research: Usability Testing; Experimental Design; Surveys; Interviews; Field Studies
- Design: UX/UI Design; Visual Communication; Design Thinking; Adobe Creative Suites
- Digital Aided Making: Arduino; 3D Printing
- Programming: Python; Processing; P5.JS; HTML; CSS; JavaScript; A-Frame
- Cross-Platform Game Engine: Unity
- Statistical Computing: R, RStudio
- Thematic Coding: NVivo