Felicia Chong, Ph.D.

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SUMMARY

A senior content strategist and professional writer with experience in both industry and academic settings, as well as government. A cross-disciplinary collaborator and skilled user researcher specializing in UX methodologies and content research to inform website design strategies and enhance user experience.

AREAS OF EXPERTISE

Content Strategy	Stakeholder & User Analysis	User Experience
Government Agency Websites	Team Collaboration	User Research
Qualitative Research	Technical Communication	Writing and Editing

EXPERIENCE

Senior Content Strategist (Contractor for U.S. Department of Agriculture)

RIVA Solutions, McLean, VA (September 2023-present)

U.S. Government Public Trust Clearance

- Apply Human-Centered Design (HCD) methodologies to content creation and management
- Lead workshop with content owners and other stakeholders to document their vision for their web content areas, as well as analyze existing content management processes
- Develop and enhance website content taxonomies and workflows, information architecture and navigation, and metadata strategies
- Conduct research (e.g., user surveys and contextual inquiry studies), audits (including content and SEO), and Google Analytics analysis to identify trends and anticipate user needs
- Collaborate closely with both internal and external stakeholders to develop content strategies that align with client's objectives and user needs
- Create user guides and conduct training sessions with content owners
- Develop search-optimized content that follows the Federal Plain Language guidelines

Senior UX Designer (Contractor for U.S. Department of Agriculture)

IntelliBridge, McLean, VA (May 2022-September 2023)

U.S. Government Public Trust Clearance

- Conducted extensive UX research that included qualitative and quantitative methods on three USDA websites (USDA.gov, climatehubs.usda.gov, and ars.usda.gov)
- Collaborated on cross-functional teams (project/product management, design, content strategy, and development) to gather user feedback, develop and implement design solutions, and meet client needs
- Planned and conducted quantitative user tests (card sorting, tree testing, and first click tests) in Optimal Workshop to develop site's information architecture and validate findings with key stakeholders
- Identified user pain points and evaluated overall site perception through conducting qualitative research such as contextual inquiry, heuristics evaluation, and user surveys
- Analyzed and triangulated qualitative and quantitative research findings to develop website redesign recommendations and guidelines
- Created wireframes and prototypes in Figma following the U.S. Web Design System (USWDS)
- Ensured that website met client and functional requirements through manual quality-assurance (QA) testing, which involved following testing requirements and user workflows charts to validate design quality

Department Chair, Writing and Rhetoric

Oakland University, Rochester, MI (August 2020-May 2022)
- Supervised and supported 11 full-time and 30 part-time faculty during COVID-19 by being adaptable to rapidly changing policies and procedures
- Addressed instructor and student concerns and grievances, which were heightened during COVID-19
- Built meaningful cross-functional relationships with leadership (dean's office, provost's office, and registrar's office) and student advising to achieve course enrollment goals and ensure departmental health
- Planned and scheduled course offerings that might exceed over 100 sections per semester, including the two largest courses at Oakland University
- Maintained department budget (over $40,000 annually), including student labor, supplies and services, travel funding, and equipment
- Maintained teaching duties and academic publishing as department chair

Assistant/Associate Professor, Writing and Rhetoric

Oakland University, Rochester, MI (August 2013-May 2022)
- Taught 38 sections (over 600 students) as the sole content developer and instructor across online and in-person courses in 9 years
- Taught business writing, composition, editing, science writing, technical writing, and usability
- Planned, conducted, and oversaw research projects using mixed methodologies including content analysis, literature reviews, surveys, and interviews
- Authored/co-authored 1 book, 7 peer-reviewed articles, 4 book chapters, and co-edited 2 special issues in peer-reviewed technical communication journals
- Presented research findings at 15 regional/national conferences
- Received the College of Arts and Sciences Teaching Award (2016) and *Technical Communication Quarterly's* Nell Ann Pickett Award for Best Article of the Year (2020)

Teacher

Patrick Henry High School, Minneapolis, MN (October 2006-June 2008)
- Taught web design (HTML and CSS), graphic design (Adobe Creative Suite), and photography (dark room and digital) to 9th through 12th grade students
- Designed and adapted curriculum to support urban/inner-city students from underserved communities by providing after-school training and resources

EDUCATION

- Doctor of Philosophy (Ph.D.) in Rhetoric and Technical Communication · Michigan Technological University
- Master of Science (M.S.) in Technical Communication · Metropolitan State University
- Bachelor of Arts (B.A.) in Professional Communication · Metropolitan State University

RELEVANT PUBLICATIONS

Smith, M., & Chong, F. (in press). Designing virtual reality user experiences for nonprofit organization: Perspectives from engineering graduate students and community partner. Book chapter in *Collaborations and Partnerships in UX.*

Chong, F. & Rice-Bailey, T. (2024). How do you want to live… or die? A case study examining advance directive forms and user advocacy. In A. L. Lancaster & C. S. Tucker King (Eds.), *Amplifying Voices in UX: Balancing Design and User Needs in Technical Communication.* (pp. 193-222). State University of New York Press.

Rice-Bailey, T., & Chong, F. (2023). *Interpersonal Skills for Group Collaboration: Creating High Performance Teams in the Classroom and the Workplace.* Routledge.