

Katie Huynh, Ph.D.

Scientist | User Sciences

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Professional Profile

Katie Huynh, Ph.D., is a cognitive psychologist specializing in consumer product research and human-centered evaluation of AI and large language model (LLM)-powered systems. Her work draws on expertise in learning, memory, attention, and information comprehension to evaluate how people understand and interact with digital, wearable, and consumer products and AI-powered technologies. She focuses on usability, alignment with human cognition, human-AI interaction, and informational communication to support safe, effective, and intuitive product experiences

Dr. Huynh applies cognitive psychology, user research principles, natural language processing (NLP), and mixed-methods to evaluate human performance, product experiences, and AI-powered systems. In her doctoral work, she developed a theory-driven NLP framework to assess model consistency, reliability, and cognitive fit of personalized content generated by LLMs, including prompt effectiveness, model-specific behavior, and linguistic changes following model updates. Her research also explored how people integrate information from multiple written sources, build mental models, acquire knowledge, and revise prior beliefs. She applies this expertise to gain insights into how language and product design influence comprehension, trust, and decision-making across AI chatbot interactions, consumer products, digital content, and related informational disclosures.

Academic Credentials & Professional Honors

Ph.D., Psychology, Arizona State University, 2026

M.S., Educational Psychology, Pennsylvania State University, 2021

Graduate Student Fellowship, Arizona State University, 2025-2026

Teaching Excellence Award, Arizona State University, 2024-2025

Academic Appointments

Instructor, Department of Psychology, Arizona State University, 2024-2026

Prior Experience

Graduate Research Assistant, Arizona State University, 2021-2026

UX Researcher, PropertyGuru Singapore, 2022-2024

Graduate Research Assistant, Pennsylvania State University, 2019-2021

Publications

Huynh L, McNamara DS. [Evaluation of linguistic consistency of LLM-generated text personalization using natural language processing](#). Electronics 2026; 15(6):1262.

McNamara DS, **Huynh L**. [From prediction to stewardship: framing educational data science in the age of generative AI](#). Information 2026; 17(6):610.

Tian Y, **Huynh L**, Christhilf K, Chakraborty S, Watanabe M, Arner T, et al. [Cognitively diverse multiple-choice question generation: a hybrid multi-agent framework with large language models](#). Electronics 2026; 15(6):1209.

Huynh L, McNamara DS. [Natural language processing as a scalable method for evaluating educational text personalization by LLMs](#). Applied Sciences 2025; 15(22):12128.

Huynh L, McNamara DS. [GenAI-powered text personalization: natural language processing validation of adaptation capabilities](#). Applied Sciences 2025; 15(12):6791.

McCrudden MT, **Huynh L**, Lyu B, Kulikowich JM, McNamara DS. [Coherence building while reading multiple complementary documents](#). Contemporary Educational Psychology 2024; 77:102266.

Fang Y, Li T, **Huynh L**, Christhilf K, Roscoe RD, McNamara DS. [Stealth literacy assessments via educational games](#). Computers 2023; 12(7):130.

McCrudden MT, Kulikowich JM, Lyu B, **Huynh L**. [Promoting integration and learning from multiple complementary texts](#). Journal of Educational Psychology 2022; 114(8):1832.