Graham M. Smith

Mixed Methods UX Researcher

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> (408) 835-2947

> NYC Metro Area or Remote

Experience

UX Researcher - Charter (Spectrum)

November 2022 - March 2025

- Led a yearlong research effort to revamp an internal application with 20k daily users.
  - **Conducted surveys, field observation trips, and hundreds of user and stakeholder interviews**
  - **Reduced user calls to supervisors by ~7% time needing to complete tasks by ~5%**.
- Created custom information architecture for different user groups by using **PCA on large survey data**
- Rebuilt dashboard which took input from a dozen backend systems
  - **Conducted 10 hours of interviews with users and engineering**
  - **Constructed comprehensive dashboard functionality and usage map**
  - **Reduced time to find critical information by ~20%.**

UX Researcher - Verizon

April 2022 - November 2022

- Ran several generative research studies on a new AI product
  - **Conducted interviews, background research, surveys, wrote documentation**.
- Developed an inter-departmental system to identify internal users
  - Collaborated with research ops and data science teams
  - **Reduced recruiting time by one week**

UX Researcher - Akitra Inc.

January 2021 - March 2022

- Developed the information architecture for a startup cybersecurity compliance automation platform
  - **Performed cardsorts, competitive analysis and user/stakeholder interviews.**
- Defined business requirements in collaboration with CTO and CMO

Skills

Statistics and Data Analysis

R, Python, SQL, Excel, Git, Descriptive + Inferential Statistics, Bayesian Analysis, Data Visualization, Mixed Effects Models, Log Analysis, Sentiment Analysis, Predictive Modeling (Regression, Classification, Clustering), MaxDiff, Conjoint Analysis, A/B Testing, Longitudinal Analysis, User Segmentation, Quasi-Experimental Study Design Correction (Regression Adjustment, Matching Methods), Survey Methodology

Research Methodology

Experimental Design, Diary Studies, User Interviews + Focus Groups, Heuristic Analysis, Field Observation, Literature Reviews, Evaluative Research, Generative Research, Journey Mapping, Usability Testing, Stakeholder Management + Scoping, System Design, HEART Framework

Tools

Survey tools (Qualtrics, Survey Monkey, Dovetail), collaboration tools (Lucid, Figjam, Miro) and design tools (Figma)

Education

University of California, Davis | *2017*
Applied Statistics, BS. (Econ focus)
Won departmental citation twice

Springboard | *2022*
Data Science, certification