

User Experience Researcher

Dedicated UX Product Researcher who is always focused on the user and eager to gather insights about the needs, attitudes, emotions, and behaviors of people who use products to inspire and inform design through collaboration that drives value.

- **User-Centric Research** – Conducts in-depth user research through various methodologies, including interviews, surveys, and usability testing, to uncover valuable insights. Analyzes findings to inform design decisions and enhance the overall user experience.

Field Studies ~ Interviews ~ Diary Studies ~ Participatory Workshops ~ Ethnography ~ Surveys ~ Usability Testing ~ Logs Analysis ~ *Qualitative Research* ~ *Quantitative Research* ~ *Mixed Methods* ~ *Statistics*

- **Collaborative Design** – Works closely with cross-functional teams, including stakeholders, designers, developers, and product managers, to translate user insights into actionable design improvements. Cross-disciplinary ideation. Focus areas include: quality, usability, simplicity.

PROFESSIONAL EXPERIENCE

The Expert App, [Case Study](#) UX Researcher

2023-2024

Gave people a simple, intuitive way to connect with an expert in nearly any field within seconds making users feel more informed and prepared to face their everyday (and not-so-everyday) problems.

- Recruited participants within the targeted age group and created a test plan for the Expert App that outlined the scope, goals, and logistical details of my session to interview and discover key insights.
- Created user personas and conducted research, user interviews, contextual inquiries, surveys and competitive analyses to gather a comprehensive dataset of user needs, goals, frustrations, and behaviors.
- Designed user flows to identify friction points and opportunities within user flows and design solutions to fix them.
- Kept internal stakeholders informed and ready to make key decisions with timely deliverables, analyses, top-line reports and recommendations.

Chelsea Piers Fitness, New York, New York

Concierge & Customer Experience Specialist

2018 – 2019

Ensured an unparalleled member experience as the driving force behind both hospitality and management. Oversaw member interaction that created a welcoming and inclusive environment. Delivered exceptional customer service through thoughtful supervision of Frontline Hospitality and Personal Training teams. Accurately empathized with all patrons that informed decisions that provided timely and personalized solutions.

- Improved customer experience through improved conflict resolution strategy and problem solving; implementing solutions in response to user feedback.
- Developed in-depth understanding of each user/customer/client; ensuring personal needs and goals were met through thoughtful pairing of clients with appropriate personal trainers based on personalities, needs and objectives.
- Strategized with Marketing, Operations, and Management teams in daily operations.
- Championed new membership sales during a revenue generation-focused pre-sale period and the initial club launch.

Diane Von Furstenberg, New York, New York

Operations Coordinator

2017 – 2018

Recruited to play a crucial role and delivered by ensuring the smooth and efficient functioning of brand operations. Operated in a cross-functional business environment to maintain high standards while overseeing multiple workflows and strategic projects. Managed inventory levels and confirmed adequate stock and timely replenishment. Collaborated with suppliers, vendors, warehouses, and retail stores and confirmed the timely delivery of products.

- Tracked and monitored \$3.4M in inventory while serving as a liaison and point of contact to internal and external stakeholders.
- Partnered with Sales and Planning teams in a post-market environment; confirmed order entry and processing that aligned with targeted deadlines.
- Realized a 99%+ inventory entry accuracy rating; drove efforts that reduced the chance of errors.

CERTIFICATIONS & CONTINUING EDUCATION

UX Design & Research Bootcamp

CareerFoundry

Entrepreneurship & Entrepreneurial Studies Certificate, 2022

Cornell University, Ithaca, New York

Sponsored by Bank of America—Applied to the Women of Color Program and Gained Acceptance

EDUCATION

Bachelor of Arts in Journalism & Media Studies &

Psychology, 2013

Rutgers University, New Brunswick, New Jersey

TECHNICAL PROFICIENCIES

Lyssna ~ Figma ~ Canva ~ Marvel ~ Google Suite ~ Zoom ~ Slack ~ POS Systems
Social Media ~ Adobe Photoshop ~ Final Cut Pro ~ Figma ~ Behance