

Alex Cabral

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Experience

USABILITY RESEARCHER 3 | MICROSOFT (VIA AQUENT)

AUG. 2023 – FEB. 2025

- Lead Linux research on CLI learning in the portal, Azure Kubernetes Service (AKS) management and observability, and open source software (OSS) use with Azure
- Conducted generative research on conversion of potential new users from GitHub and VS Code, as well as from other clouds (AWS, GCP)
- Guided the accessibility v-team in running studies with Deaf, blind, and neurodivergent participants to improve accessibility and inclusivity of Copilot and the Azure portal

USABILITY RESEARCHER | MICROSOFT (VIA COLLABERA)

AUG. 2021 – FEB. 2023

- Improved users' successful LAMP stack deployments by 20% through implementation of research findings and supporting discovery of Linux offerings within the Azure portal
- Conducted benchmarks and mixed-method usability studies to drive decisions on Azure products for deploying compute resources (virtual machines, scale sets, image galleries), and conducted generative studies to find new ways to support complex use cases (Solution Center)
- Coordinated with all product teams, researchers, and designers in the compute space to plan, conduct, analyze, and present 5 benchmarks for the top Simplicity Scenarios, and 6 usability studies, generating over 122 insights and 78 actionable recommendations

UX RESEARCHER | BENETECH

JAN. 2019 – MAR. 2021

- Drove a 44.5% increase in users and 17% increase in engagement through implementation of research into product decisions
- Defined goals, metrics, and test plans as the sole researcher on five projects in stages varying from foundational research on personas & use cases to usability testing of shipped products in active use
- Conducted quantitative & qualitative analysis on data gathered from moderated group conversations (focus groups), ethnographic-style observations, contextual inquiries, interviews, large & small-scale surveys, online experimentation (A/B testing) and remote & local usability studies
- Synthesized findings into themes and advocated findings through actionable reports & in-person presentations to diverse audiences including hospitals, shelters, funders, and the board of directors

HCI RESEARCH ASSISTANT | UNIVERSITY OF CALIFORNIA, SANTA CRUZ

JUN. 2016 - OCT. 2018

- Designed, piloted, and conducted experiments to study stroke survivors' interaction through telepresence robots, online learning environments, and gamification of learning
- Observed and gathered data on participants using eye-trackers, task time, surveys, and interviews. Conducted data analysis (ANOVAs, t-tests, Pearson's r) on test scores and questionnaire data then interpreted the results

Education

UNIVERSITY OF CALIFORNIA, SANTA CRUZ (B.S.)

SEPT. 2014 - JUN. 2018

- Bachelor of Science in Cognitive Science, focus in Artificial Intelligence & Human-Computer Interaction

Skills & Abilities

- Experienced with remote & in-person usability testing with people from a wide range of backgrounds
- Versatile and quick to adapt to new teams & projects – flexible and able to work effectively independently and as part of a team
- Deep knowledge of accessibility and how design impacts people with disabilities who use assistive technologies (AT) including screen readers, braille readers, voice navigation, and switch devices

RESEARCH AWARDS

- 1st place winner of ACM ASSETS Conference 2018 Student Research Competition ([published in conference proceedings](#))

PRODUCT & METRICS

- Azure DevOps, Microsoft 365, GitHub, Jira, Google Analytics, Asana, Salesforce, Intercom

UX RESEARCH & DESIGN

- Microsoft Forms, Qualtrics, SurveyGizmo / Alchemer, Google Forms, SPSS / PSPP
- Figma, InVision, Sketch, Axure

OTHER PROFICIENCIES

- Accessibility Guidelines: WCAG 2.2 Guidelines and ARIA implementation
- Programming Experience: KQL (Kusto Query Language), Python, JavaScript, and HTML/CSS in Windows and Unix environments
- Languages: Spanish