






Alyson Bortone

User Experience Researcher

Contact

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Education

- Connecticut College | MAY 2018
- BA in Behavioral Neuroscience
- BA in Film Studies
- University of Sydney | FALL 2016

Skills

TOOLS

- Dscout
- User Interviews
- Qualtrics
- Figma
- Miro
- Redash

METHODS

- Usability Testing
- Concept Testing
- A/B Testing
- Pilot Testing
- Accessibility Testing
- Diary Studies
- In-Context Interviews
- Heuristic Evaluation
- Behavioral Observation
- Biosensor Methodologies
- Focus Groups
- Card Sorts

CAPABILITIES

- Information Architecture
- Prototyping
- Journey Mapping
- Road Mapping
- Product Strategy
- User Empathy
- Design Thinking
- First Time User Experience

Seasoned user researcher with 5+ years experience employing mixed methods approaches across tech, consumer products, and entertainment industries, including expertise in biometric research methodologies. Strong advocate for performance monitoring as a wellness tracker enthusiast, certified holistic nutritionist, and holistic health podcast host. Skilled in evaluative research, particularly interviews, diary studies, end-to-end usability tests, and benchmarking. Eager and comfortable cross-functional collaborator with clear communication skills, a knack for data-driven storytelling, and a commitment to defining solutions that create user-centered products and services.

PROFESSIONAL EXPERIENCE

User Experience Researcher | Motional, Strategy Team: AV Experience

Led cross-functional research initiatives to enhance rider experience in Uber/Lyft autonomous vehicles.

- NOV 2021 – PRESENT • 2 yr 7 mos
 - Developed 8 research and testing plans employing both generative and evaluative methodologies including desk research, competitor analysis, heuristic evaluation, surveys, diary studies, usability tests, metrics tracking, benchmarking strategy, and interviews
 - Analyzed qual and quant data, created 12 reports with actionable recommendations and presented to stakeholders; influenced 5 critical feature implementations in Uber experience seen by 1000+ riders; concept testing enabled up to \$1.5M in production cost savings; usability insights may reduce ~\$1200 field support cost by 75% by streamlining end ride UX
 - Lead benchmarking initiative to quantify/track rider experience via SUS/UMUX-Lite usability metrics; coordinated recruitment of diverse target sample, creatively defined data collection methods for 75+ riders to reduce travel costs by \$1600, and achieved 2 company OKRs
 - Partnered with Prototyping/Industrial Design to bring-up cutting-edge testing lab, including validation of VR, eye tracking, and galvanic skin response testing methods and design of simulation room to reduce operational cost and risk of autonomous driving studies

Senior Market Research Analyst | National Research Group, Content & Strategy

Provided strategic content/marketing insights for top film studios, TV networks & streaming platforms.

- APR 2021 – OCT 2021 • 7 mos
 - Conducted fully remote and client-tailored research studies in fast-paced consulting environment, applying a wide variety of qualitative and quantitative methods to best meet client research goals (e.g., concept development, audience landscape, content testing, etc.)
 - Delivered 15 reports totaling \$980K in revenue in 5 months; balancing up to 4 studies at once with reports expedited in 2 days or less for Fortune 500 clients
 - Coordinated study details across 5+ internal and external teams, including fieldwork, programming, data processing and design, owning communications with high-profile professionals from industry's top streaming platforms (Warner, Prime Video, Hulu, + more)

Neuroscience Technician & Analyst | iMotions, Consultancy Services

Delivered consulting services for biosensor-based consumer insights research (ET, GSR, FEA, EEG).

- OCT 2018 – FEB 2021 • 2 yr 4 mos
 - Delivered on services totaling ~\$1M in sales revenue, implementing custom methodologies across 10+ industries including UX/UI studies, generated deliverables for 35+ client reports, presented 6 to internal/external stakeholders, and fostered diverse portfolio of client relationships aiding in management of 17 accounts, including Fortune 500 research teams
 - Traveled 20% of time; designed stimulus reels and surveys, ran pilot tests for 18 studies; collected data for 800+ respondents in < 2 years, and led 6 in-person workshops at client sites, advising on methodologies in client's specific industry and collaborating closely with Sales and Product Management teams to provide user feedback to Development
 - Orchestrated high-impact organizational R&D initiatives; implemented lab/equipment management software; directed global team in creation of client-facing research library with over 13 articles, 5 best practice decks, and 9 downloadable operational research resources
 - Participated in thought-leadership, producing 3 articles for company blog on topics of [remote data collection](#), [multi-sensor research](#), & [mobile marketing](#); created [Neuromarketing eBook](#) with 30 pages of neuroscience principles to guide insights generation