






# 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