

ANNELISE SMITH [PROGRAM MANAGER]

annelisesmithux@gmail.com

SUMMARY

I'm a program manager and user researcher with a background in design, human/organizational development, and prevention science. I work with engineers, designers, researchers, to solve complex technical, operational, and interpersonal challenges. I use the power of storytelling to help teams keep the bigger picture in mind while still being meticulous and detail-oriented. I take pride in building genuine, authentic connections to build consensus and motivate others to deliver their best work.

RELEVANT EXPERIENCE

User Studies Program Coordinator at Facebook Reality Labs *Redmond, WA (Mar 2018 - present)*

- >Provide end-to-end user study coordination for 25+ user studies while managing assignments for a team of 20 Research Assistants.
- >Partner with research teams, Legal, Health & Safety, Comms, and external vendors to write, submit, maintain, and disseminate regulatory and best practices documentation.
- >Design and implement processes for participant recruitment, scheduling, and payment and maintain communication with participant recruitment vendors.
- >Create and disseminate org-wide onboarding, training, continuing education modules, and documentation for all research assistants and interns.
- >Provide timely communication and reporting with senior research management regarding study statuses, resource allocation, and operational blockers/issues.

Research Assistant at Oculus Research *Redmond, WA (Aug 2017 - Mar 2018)*

- >Worked with research scientists, engineers, and designers to set-up and facilitate human factors and applied perception science user studies involving confidential AR/VR headset prototypes and other technical equipment.
- >Coordinated recruitment and scheduling of external and internal study participants.
- >Wrote and implemented accessible study protocols and user recruitment plans to increase diversity and representation in our participant demographics

User Experience Design Instructor at General Assembly *Seattle, WA (Jan 2016 - Jan 2018)*

- >Led the development of specialized workshops and courses in user research, mobile design, persona creation, journey mapping, and diversity issues in tech.
- >Conducted one-on-one and group design critiques and feedback sessions
- >Updated and designed new curriculum to align with industry/educational best practices
- >Developed and organized a campus-wide hackathon with 55+ participants.

Experiential Marketing Lead at Freelance *Seattle, WA (Oct 2015 - Aug 2016)*

- >Developed, organized, and oversaw the execution of experiential marketing campaigns to drive product awareness and foster brand loyalty.

Program Manager at Communities in Schools of Lakewood *Lakewood, WA (Aug 2013 - Aug 2014)*

- >Collaborated with student, family, school, and community stakeholders to identify core student needs and secure community-level resources for at-risk, low-income students.
- >Led recruitment, retention, training, and management of 59 program staff/volunteers

TOOLS/SKILLS

Sketch, InVision, MS Office, Adobe Illustrator, Google Analytics, E-learning Design, User Journey Mapping, Personas, Conflict Mediation, Training Facilitation

EDUCATION

UX Design Immersive
General Assembly
Seattle, WA
2016

MA in Human Development
Washington State University
Prevention Science Focus
2013

BA in Social Sciences
Washington State University
Minor in Ethnic Studies
Minor in German
2011

OTHER EXPERIENCE

UX Designer & Researcher
Freelance
Oct 2016 - Aug 2017

Child Abuse Investigator and Forensic Interviewer
WA Child Protective Services
Aug 2014 - Oct 2015

Research Manager
Washington State University
Aug 2011 - Aug 2013

Cultural Competency Training Lead
Washington State University
Aug 2012 - Nov 2013