Danielle Phillips

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Linkedin | Portfolio

Summary

High-impact, strategic Senior UX Researcher with over a decade of experience in generative and evaluative research, mixed-methods approaches, and user-centered design strategies. Adept at leading cross-functional teams, advocating for user needs, and influencing product roadmaps in agile, fast-paced environments. Expertise in qualitative and quantitative research, usability testing, behavioral analytics, and emerging UX methodologies.

- Strong communicator & UX storyteller – skilled at transforming complex insights into compelling, data-driven narratives that drive stakeholder alignment.
- Experimentation & Innovation – continuously explore new UX research methodologies and tools to improve data for product experiences.
- Research Impact Measurement (always tracking) – track and measure UX research outcomes, ensuring long-term improvements in usability and engagement.

Experience

Senior UX Researcher | Intel | Software Technology | March 2020 – Current

- Led UX research for optimization tools, providing insights that shaped product strategy and enhanced the developer experience.
- Designed and executed qualitative and quantitative research initiatives, including user interviews, usability testing, A/B testing, diary studies, and large-scale surveys.
- Conducted competitive benchmarking and heuristic evaluations, influencing roadmap decisions for Intel's performance optimization tools.
- Synthesized research findings into compelling reports and presentations, driving stakeholder alignment across product, design, and engineering teams.
- Advocated for user needs and research-backed decision-making in cross-functional planning and agile development cycles.
- Led research on developer workflows, onboarding, and engagement strategies. Insights drove a 30% boost in efficiency and a 44% increase in usability scores.
- Mentored junior UX researchers, fostering a culture of data-driven decision-making and user advocacy.

Senior UX Designer & Developer Experience Researcher | Intel | Software and Services Group | April 2016 – March 2020

- Conducted generative and evaluative research to guide UX strategy for developer tools and multi-device consumer interfaces.
- Designed and tested high-fidelity prototypes in Figma and Axure, improving navigation and usability by 20%.
- Developed and implemented UX roadmaps, ensuring alignment with business goals and industry best practices.

- Facilitated cross-functional design reviews and stakeholder workshops, improving UX alignment and accelerating product development cycles.
- Implemented journey mapping, heuristic evaluations, and service blueprinting to optimize user interactions and pain points.
- Increased feature adoption by 20% through user-centered design enhancements.

Human Factors Engineer | Intel | Corporate Quality | February 2014 – April 2016

- Led usability and UX requirements for Intel's Supplier Portal and compliance software, ensuring adherence to RoHS and EU environmental regulations.
- Designed and conducted usability testing, journey mapping, and contextual inquiries to optimize the compliance map platform, improving traceability, automation, and regulatory alignment.
- Partnered with engineering teams to streamline developer onboarding and enhance enterprise software usability, creating research-backed UX guidelines adopted across compliance systems.

UX Analyst | Intel | Information Technology Group | January 2013 – February 2014

- Led UX efforts for the enterprise-wide launch of Jive, a new collaboration platform, successfully migrating 100K employees from the previous system.
- Conducted persona research and user needs assessments, shaping early-stage personas and informing product development archives.
- Gathered UX requirements from various business units to understand their use cases and ensure the platform was tailored to their needs before launch.
- Developed and implemented custom UX guidelines, enhancing usability and stakeholder engagement. Collaborated with marketing to refine branding, which later evolved into a formal corporate style guide—shifting the company's marketing approach beyond traditional channels like sponsorships, magazines, and commercials.
- Led cross-functional workshops **to** drive UX strategy, foster innovation, and align teams across IT and business units.

Key Skills

- UX Research & Mixed Methods: Usability testing, surveys, A/B testing, ethnographic research, heuristic evaluations.
- Behavioral Analytics & Data-Driven UX: Google Analytics, Tableau, competitive benchmarking, usability metrics.
- User Advocacy & Strategic Influence: Research-backed decision-making, executive presentations, stakeholder engagement.
- Prototyping & UX Tools: Figma, Axure, Miro, Adobe XD, UserTesting, Qualtrics.
- Cross-Functional Collaboration: Agile UX research, product alignment, sprint planning.
- Emerging Research Methods: AI-powered UX research, unmoderated testing, remote user research.
- Industry Adaptability: Extensive experience in UX research for developer tools, with strong adaptability to consumer-facing products, SaaS, and enterprise software.

Education

Graduate Studies in Human-Computer Interaction (HCI)
University of Houston, Clear Lake, TX

B.S. Communications
Sam Houston State University, Huntsville, TX