

Jill Petersen

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NOTABLE PROJECTS

YouTube Ethnography, 2018

Conducted a qualitative research study spanning four months to understand content/creator relationships on YouTube. Recruited 15 participants for a mix of remote and in-home interviews. Identified relevant prior studies, matched trends to complex quantitative data, and delivered results in format optimized for stakeholder communication. Currently conducting survey to gain a wider understanding of findings.

Women in Industrial Design, 2017

50+ hour research project continued from final semester at RIT. Used qualitative data collected from interviews with 12 recent grads and four years of quantitative data obtained from strategic collaboration with Career Counseling to assess gender differences in student outcomes for RIT's Industrial Design program.

EDUCATION

Rochester Institute of Technology

Bachelor of Science in Design Research
with concentration in Environmental Studies,
Graduated 8/16

WORK EXPERIENCE

UX Researcher at Piquetures, 2017-present

Part of a collaborative team to identify and improve key metrics for a video content producer. Performed usability studies to increase subscriber conversion by ~245% and cutting churn by half. I identified three KPIs to steer future business development, which were used in a presentation for a business grant. Our team surpassed a goal to increase video traffic by 30% in October, actually doubling our video traffic as of 10/28.

Documentary Filmmaker, 2016-17

Point role in team-focused endeavor capturing relevant stories for the community of Rochester. Produced two short films, each requiring 10+ hours in storyboarding and research; active collaboration with up to seven stakeholders; and interviewee awareness while editing two+ hours of interviews down to five-seven minute pieces for relevant audiences. Received Jury Prize of \$1000 at local film festival for recognition of work.

SKILLS

UX Development: Usability interviews, storyboarding, sketching, survey design; confident in interpreting complex sets of qualitative and quantitative data

Communication: Improv, stand-up and public speaking; avid note-taker; experience in executive summaries, and technical and grant writing

Software: Excel, Zotero; Adobe Illustrator, Photoshop, InDesign, and Premiere; Google Drive/Office, OneNote