

# CRYSTAL DAVIS

UX Researcher

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## PROFESSIONAL SUMMARY

Curiosity-driven UX Researcher & Product Strategist with experience in fintech and academic research. Skilled in mixed-methods research, usability testing, and data synthesis that inform design and business decisions. Passionate about applying human-centered design to create trustworthy, accessible digital experiences that make people's lives easier.

## SKILLS

**Research Methods:** Design Science Research (DSR), Interviews, Usability Testing, Surveys, Field & Diary Studies

**Data & Analysis:** Dovetail, Qualtrics, Excel, SQL, Google Analytics

**Design & Collaboration:** Miro, Figma, Notion, Jira, Confluence

**Soft Skills:** Empathy, Strategic Thinking, Adaptability, Problem-solving, Communication

**Focus Areas:** AI-Powered Products, Fintech, EdTech, Media, Digital Transformation, Human-Centered Design

## EXPERIENCE

### PARTICIPANT SERVICES ASSOCIATE – USER EXPERIENCE | Vanguard | Scottsdale, AZ

Jul 2025 – Present

- Identify recurring pain points through analysis of 100+ daily participant interactions, translating feedback into actionable UX improvement recommendations for digital platforms and internal tools.
- Collaborate with cross-functional teams including operations, technology, and service design to address user experience challenges and streamline participant support processes.
- Designing research study examining AI tool effectiveness in participant services to evaluate how staff and participants utilize automated support systems (in progress).

### GRADUATE RESEARCH ASSOCIATE | ETSU | Johnson City, TN

Sep 2023 – May 2025

- Conducted thesis research on digital banking trust using mixed-methods approach (n= 50+ survey via Qualtrics, 10+ qualitative interviews) to identify factors influencing user confidence in fintech applications.
- Developed research-based framework for building user trust in digital banking, synthesizing findings from statistical analysis and thematic coding into actionable design recommendations.
- Led UX evaluation and information architecture redesign of ETSU Computing Department website; performed competitive analysis of 6 peer institutions and created user personas to inform recommendations.

### UX RESEARCH CONTRIBUTOR | Republic Bank Plc | Accra, Ghana

Oct 2020 – Aug 2023

- Initiated and led end-to-end user research that resulted in Executive Committee approval and November 2021 launch of bank's first mobile banking app serving 50,000+ customers.
- Conducted mixed-methods research combining competitive analysis of 5+ platforms, qualitative interviews with 25+ customers, and remote usability testing with 50+ participants to identify user needs and inform product decisions.
- Collaborated cross-functionally with product managers, developers, designers, marketing, compliance, IT, and stakeholders; served as user advocate translating research insights into functional requirements.
- App launch reduced call center volume by 15% for routine inquiries and improved customer retention among digitally-engaged segments.

## EDUCATION

### MASTER'S DEGREE | Information Systems | East Tennessee State University

Aug 2023 – May 2025

- Thesis:** Digital Banking and Customer Trust: A Framework for Building User Trust - TIDE
- Relevant Coursework:** Human-Computer Interaction, User Experience Design, Research Methods, Information Architecture, Data Analytics

### BACHELOR'S DEGREE | Information Studies | University of Ghana

Sep 2016 – Jul 2020

## CERTIFICATIONS

### Google UX Design Professional Certificate | In Progress

(Expected Dec 2025)