Thomas M. Gregovich, Jr.

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Research Methodologies

Beginning of process (Strategy)			End of process (Assessment)
Competitive analysis	User flows	Usability testing	Longitudinal studies
Heuristic evaluation	Card sorting	Wire flows	Survey design
Prototyping	Tree testing	Journey mapping	Contextual inquiry
Design sprints	User interviews	Persona building	

Experience

Lead Product Researcher, *Quicken Loans*   Current

- ‣ Triangulate user problems using qualitative and quantitative data
  - ‣ Designed and ran over 180 usability tests
  - ‣ Analyzed longitudinal studies with 10,000+ responses
  - ‣ Established a backlog so that our team could work on conceptual ideas ahead of development
- ‣ Evangelize UX across the business by leading talks and workshops
  - ‣ Assisted in facilitating several design sprints
  - ‣ Constructed and ran a workshop to create internal personas
- ‣ Worked with a team of researchers to develop company-wide personas and journey maps
  - ‣ Improved communications by introducing persona-based strategies for talking to clients
- ‣ Create high-level advocates for UX in the organization by working closely with business leaders

Intern & Software Developer, *Quicken Loans*   May 2014 - Nov 2015

- ‣ Worked within a cross-functional team to redesign internal software
- ‣ Developed the product UI using HTML, CSS, and AngularJS
- ‣ Collaborated with our UX team on various usability studies

Designer & Technical Support, *Taxland USA*   Dec 2013 - May 2014

- ‣ Created promotional flyers and signs for marketing use
- ‣ Designed, coded, and launched the company website and email campaigns
- ‣ Provided general technical support for office personnel

Certifications & Education

Customer Experience Expert Certification, Qualtrics	2018
UX Research Certification, Nielsen Norman Group	2017
B.A.s, Digital and Technical Writing; Russian Language, Michigan State University	2013
Study Abroad, Russian Language**,** Volgograd Polytechnic Institute, Russia	2012