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Research Methodologies

Competitive analysis

Usability testing

Wire flows

Longitudinal studies

Prototyping

Card sorting

Journey mapping

Survey design

Design sprints

User interviews

Persona building

Heuristic evaluation

Experience

Senior Usability Engineer, *Ally Financial*

Feb 2022 - Current

Usability Engineer, *Ally Financial*

March 2019 - Feb 2022

- ▶ Responsible for usability across consumer facing automotive products
 - ▶ Design generative studies to help us understand unknown customer groups
 - ▶ Conducted and analyzed over 100 customer interviews
 - ▶ Run an average of 2 usability studies a month
- ▶ Manage multiple research projects start to finish, including a two year long generative study
 - ▶ Including: creating research proposals, defining research goals, writing screeners and interview plans, managing stakeholder expectations and tailoring results to specific audiences
- ▶ Inform higher level strategy and roadmaps with usability findings
- ▶ Mentor junior team members in new or unfamiliar usability methods

Lead Product Researcher, *Quicken Loans*

Nov 2015 - March 2019

- ▶ Triangulated 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
- ▶ Evangelized UX across the business by leading talks and workshops
 - ▶ Assisted in facilitating several design sprints and ran workshops 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
- ▶ Created 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

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