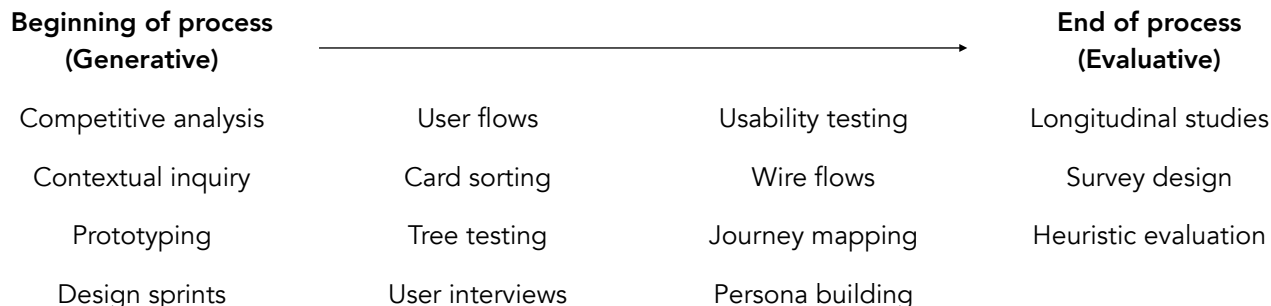# Thomas M. Gregovich, Jr.

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Research Methodologies

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

Experience

Usability Engineer, *Ally Financial*   March 2019 - Current

- ‣ Responsible for usability across consumer facing automotive products
- ‣ Collaborate with UX & Product teams to provide usability expertise on design & customer behavior
- ‣ Use insights from peer groups in the company to inform usability work
- ‣ Managed 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

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