



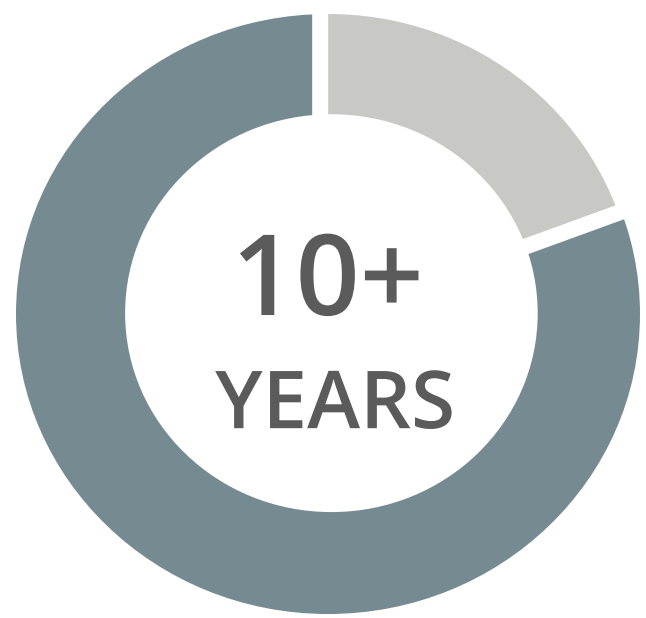
Jessica Davies

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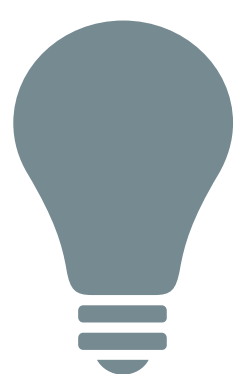
research



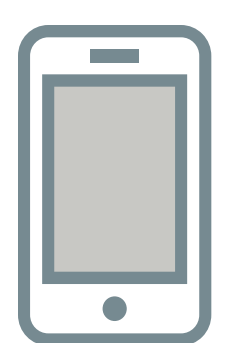
strategy



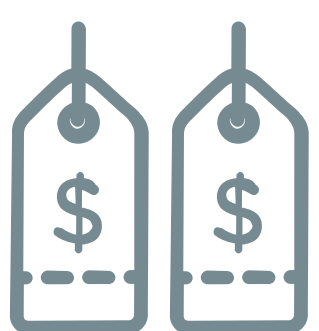
ux design



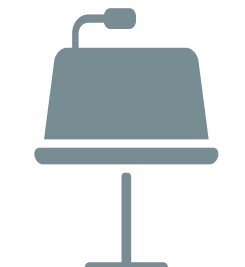
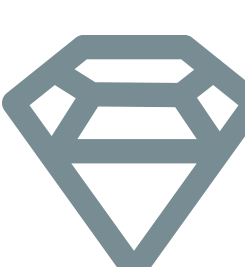
8 start-ups



mobile 1st
background



5 products
to market



Experience

Cruise Automation | UX Researcher | 2018 - present

- Worked with designers & engineers to solve bleeding-edge AV problems.
- Led research initiatives: personas, accessibility, rideshare, & delivery.
- Worked collaboratively with GM to design next generation AV.

Apple | UX Researcher | 2017

- Designed & evaluated ethnography study to improve collaboration.

IDEO | Design Researcher & Business Designer | 2016 - 2017

- Designed and executed qual/quant studies for Edtech/Fintech products.
- Synthesized data and guided team on design iterations.
- Created and presented pricing study for new online Edtech product.

Blue Rocket Inc. | Chief Strategist & UX Designer | 2015 - 2016

- Designed & vetted native app ideas for mobile-developer start-up.
- Conducted competitive research, interviews & usability studies.
- Created app sketches, wireframes, screen flows & user flows.

Victory Healthcare | Director of Strategy | 2014 - 2015

- Led due diligence & pitch book creation for sale of entire company.

WWE | Director of Investor Relations | 2013 - 2014

- Redesigned website to be investor focused & social media savvy.

Consilium | Senior Equity Research Analyst | 2009- 2013

- Designed research reports, websites, and social media plans.

Rochdale | Portfolio Manager & Research Analyst | 2003 - 2008

- Created healthcare mutual-fund product, managed full process.
- Researched equities via CFO, CEO, physician, and patient interviews.

Goldman Sachs | Associate Research Analyst | 2001 - 2002

- Performed primary research & analysis, designed surveys, worked with university researchers & developed market models.

Education

Harvard University M.S. Health Policy & Management ~ Boston, MA

University of California at Berkeley B.A. Psychology ~ Berkeley, CA