

EXPERIENCE

Deluxe Corporation

UX Researcher

Minneapolis, Minnesota

July 2021 - Sept. 2022

- Led numerous research initiatives as the primary researcher on important, high-priority products across the company
- Constructed and executed research plans for projects in various teams that lacked formal research support
- Synthesized data from over 100 unmoderated tests into key usability issues and actionable recommendations
- Implemented usage analytics tracking capabilities for several of the company's products
- Facilitated biweekly meetings with research leaders in the company to spread good research practices and improve the existing research repository

Generate Good

UX Researcher

San Diego, California

May 2020 - Dec. 2021

- UX Researcher and founding member of the early-stage startup Generate Good, a virtual volunteering platform that connects those in need to those who want to volunteer their time
- Conducted exploratory research on numerous topics, such as volunteering, volunteering in businesses, and how people use their time
- Determined key features and characteristics necessary to make a successful platform through qualitative and quantitative methods
- Produced a preliminary business model for two target audiences (individuals and businesses) using research insights

SKILLS

Research Methods: In-depth Interviews, Usability Testing, Unmoderated Testing, Card Sorting, Field Studies, Participant Recruiting, Usage Analytics, Surveys, Heuristic Evaluation, Competitive Analysis, Cognitive Walkthrough, Prototyping, Wireframing

Tools and Platforms: UserTesting, Respondent.io, User Interviews, Figma, MURAL, Contentsquare, Quantum Metric, Excel, Qualtrics, Google Forms

EDUCATION

University of California, Berkeley

Bachelor of Arts Cognitive Science

Aug. 2016 - May 2020

PROJECTS

CRM Perceived Performance Project

Mar. 2020 - May 2020

- Employed multiple research methods to identify factors in CRMs that influence perceived performance for users