

## EXPERIENCE

### Government Employees Insurance Company (GEICO)

Remote (New York)

UX Researcher

Nov. 2022 - Current

- Co-led 2 large strategic research initiatives to discover customer, employee, team, and department-wide processes, friction points and opportunities for improvement
- Interviewed more than 100 participants across the company over 40 individual and group interviews for these research initiatives
- Presented research findings to Chief Design Officer (CDO), department heads, and other team leaders
- Hosted all-day events dedicated to moderated interviews and ideation exercises with many members from multiple teams (research, design, product, tech, etc.)
- Provided research support to 4 other projects in the form of moderated and unmoderated testing

### Deluxe Corporation

Minneapolis, Minnesota

UX Researcher

July 2021 - Sept. 2022

- Led numerous research initiatives as the primary researcher on 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

San Diego, California

UX Researcher

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, Axure RP, Quantum Metric, Contentsquare, Excel, Qualtrics, Google Forms

## EDUCATION

### University of California, Berkeley

Aug. 2016 - May 2020

Bachelor of Arts Cognitive Science

## PROJECTS

### CRM Perceived Performance Project

Mar. 2020 - May 2020

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