

Lauryl Zenobi

Anthropology + UX

laurylzenobi@gmail.com | Full resume at laurylzenobi.com | 808.557.0182

Skills and Training

UX: Usability testing, guerilla testing, ideation and validation, user interviews, data synthesis, persona development, prototyping, wireframes, wireflows, user-flows.

ETHNOGRAPHIC: Long-term ethnography of hula halau in Hawaii (2010-2011), Rapid Assessment ethnography of Somali school-age children in Seattle (2013), qualitative interviews with ceramic makers in Indonesia (2015).

TECHNOLOGY: Front-end website development (HTML5/CSS3, in progress: JavaScript, AngularJS), WordPress, Prototyping tools (Sketch, Balsamiq, Proto.io, Marvel), Adobe suite (Illustrator, Premiere Pro/Media Encoder, InDesign, Photoshop), MailChimp, Canva, SurveyMonkey, Unbounce, Hootsuite, CMS platforms, PastPerfect Museum Software, R statistical software.

Professional Experience

AMERICAN ANTHROPOLOGICAL ASSOCIATION

Feb 2016–present

AnthroGuide Coordinator

- Managed >\$280k sales revenue, increased sales by >\$50k and 22% during tenure
- Implemented several innovations: updated layout of AnthroGuide, implemented new pricing that increased sales, improved user experience and functionality of AnthroGuide website. Changes involved AnthroGuide user interviews, surveys, beta tested marketing campaigns, collaboration with colleagues
- Supervised production, layout, graphic design, proof-reading, printing, and distribution of AnthroGuide volumes
- Hired, trained and supervised two temporary employees annually
- Maintained marketing materials, website, and customer database
- Created and managed AAA's podcast collaboration
- Planned and coordinated Webinar series and trained webinar presenters

BURKE MUSEUM OF NATURAL HISTORY & CULTURE

Dec 2013–Aug 2015

Archaeology Public Outreach Coordinator

- Point of contact for public inquiries, artifact identifications and historical research
- Planned 4-5 annual museum-wide and department-specific educational events
- Managed volunteers/docents for special events, supervised high school interns
- Created educational outreach projects for PreK-12 and diverse cultural audiences

RECHTMAN CONSULTING, LLC.,

Dec 2011–Sep 2013

Archaeologist

- Experienced in all aspects of archaeological surveys, assessments and excavation
- Prepared lab and field reports for archaeological permitting and preservation

Education

2016 MA Archaeology (PhD candidate), UNIVERSITY OF WASHINGTON

2011 BA Anthropology, UNIVERSITY OF HAWAII AT HILO