

LAURYL
ZENOBİ

ANTHROPOLOGIST +
UX RESEARCHER

CONTACT ME

808.557.0182
laurylzenobi@gmail.com

SKILL SET

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).

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

EDUCATION

UNIVERSITY OF WASHINGTON MAY 2016
Masters of Arts, PhD Candidate
Archaeology

UNIVERSITY OF HAWAII, HILO DECEMBER 2011
Bachelors of Arts
Anthropology



PORTFOLIO

Full resume and portfolio at laurylzenobi.com

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
- 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

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