

# LAURYL ZENOBİ

ANTHROPOLOGIST  
+ UX RESEARCHER

## CONTACT ME

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## PORTFOLIO

Full resume and portfolio  
at laurylzenobi.com

## EDUCATION

### UNIVERSITY OF WASHINGTON

MAY 2016

Masters of Arts,  
PhD Candidate  
Archaeology

### UNIVERSITY OF HAWAII, HILO

DECEMBER  
2011

Bachelors of Arts  
Anthropology

## 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), 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.

## PROFESSIONAL EXPERIENCE

### AMERICAN ANTHROPOLOGICAL ASSOCIATION

FEB 2016-  
PRESENT

*AnthroGuide Coordinator, UX team of one*

- Spearheaded a user-centered overhaul of the AnthroGuide database, resulting in improved UX and functionality of AnthroGuide website
- Updated layout of AnthroGuide to decrease cognitive load and increase database accessibility and functionality
- Implemented new pricing informed by user research, increasing sales
- Conducted interviews and surveys to assess pain-points and accessibility, involving >200 users, synthesized user research to identify areas of improvement
- Managed >\$280k sales revenue, increased sales by >\$50k and 22% during tenure
- Supervised production, layout, graphic design, proof-reading, printing, and distribution of AnthroGuide, responsible for supervising a team of two temporary hires annually
- 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, 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