Lauryl Zenobi

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Professional experience

Senior UX Researcher

AD HOC, LLC   *June 2018–present*

- Working with the Department of Veterans Affairs to improve veteran services and VA employee tools
- Research lead for a human centered design team of researchers and a designer
- Trained and mentored two junior researchers
- Contributes to business development and Research Practice Area development

UX Researcher

AD HOC, LLC   *Aug 2017–June 2018*

- Worked with CMS to improve digital services and modernize legacy systems for hospitals reporting quality of care data
- I design, moderate, and analyze research sessions with CMS system users, while helping to develop and direct a HCD research process for CMS' Hospital Quality Reporting system

AnthroGuide Product Manager

AMERICAN ANTHROPOLOGICAL ASSOCIATION   *Feb 2016–Aug 2017*

- Led a user-centered redesign of the AnthroGuide, driven by qualitative and quantitative research with over 200 users. Redesign resulted in an improved UI/UX of AnthroGuide website and print products
- Supervised production, editing, graphic design, and distribution of AnthroGuide Responsible for hiring and supervising two temporary employees annually

Education

2016   MA Archaeology (PhD candidate), UNIVERSITY *of* WASHINGTON
2011   BA Anthropology, UNIVERSITY *of* HAWAII *at* HILO

Professional membership

UXPA, Seattle Chapter
American Anthropological Association

Skillset

Usability testing, qualitative research and design, data synthesis, persona development, wireframes, user-flows, HTML5/CSS3, Git, WordPress, Sketch, Balsamiq, UXPin, Keynote, Proto.io, Marvel, Omnigraffle, Adobe suite, CorelDraw, Canva, CMS, Tableau, R statistical software.