

LAURYL ZENOBİ

ANTHROPOLOGIST
+ UX RESEARCHER

CONTACT ME

808.557.0182

laurylzenobi@gmail.com

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

GENERAL ASSEMBLY

UX Bootcamp
Adobe InDesign Bootcamp

INTERACTION DESIGN FOUNDATION

Mobile UX Design
Human-Computer
Interaction

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, requiring statistical analysis and cost modeling
- 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