

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

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, UI design principles.

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

- Spearheading a user-centered overhaul of the AnthroGuide database, resulting in an improved UI/UX of AnthroGuide website. Decreased cognitive load and increased database functionality by updating AnthroGuide layout
- Created a new pricing structure informed by user research, qualitative, and quantitative analyses. I used interviews and surveys to assess the pain-points of >200 users annually, synthesizing data to identify areas of improvement
- Presents digestible research insights to stakeholders and Executive Office
- Advocates for users and an agile approach in assessing the Association's technological needs, balancing user needs and budgetary requirements
- Generated >\$280k sales in 2016, increased revenue by >\$50k/22% during tenure
- Hired and supervised two temporary hires annually
- Improves association outreach by creating and managing AAA's podcast collaboration, and planning and coordinating quarterly webinar series

BURKE MUSEUM OF NATURAL HISTORY & CULTURE

DEC 2013 - AUG
2015

Archaeology Public Outreach Coordinator

- Primary 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

PROFESSIONAL MEMBERSHIP

UXPA, DC Chapter

American Anthropological Association