LAURYL ZENOBI

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

MEMBERSHIP

UXPA, DC Chapter
American Anthropological
Association

PROFESSIONAL EXPERIENCE

AMERICAN ANTHROPOLOGICAL ASSOCIATION — FEB 2016-PRESENT

AnthroGuide Coordinator, UX team of one

- Manage the AnthroGuide product, increasing revenues by $50k/22% and generating over $280k in sales while advocating for user needs and agile/innovation strategies
- Led a user-centered redesign of the AnthroGuide, driven by qualitative and quantitative research of over 200 users, resulting in an improved UI/UX of AnthroGuide website and print product
- Created a new pricing structure informed by user research, qualitative, and quantitative analyses, presenting digestible research insights to stakeholders and Executive Office during the process
- Supervise production, layout, graphic design, proof-reading, printing, and distribution of AnthroGuide product
- Responsible for hiring and supervising two temporary employees annually

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

SKILL SET

USER RESEARCH: Identifying triggers, behaviors, and pain points through user interviews, surveys, and ethnographic studies.

PRODUCT MANAGEMENT: Synthesizing user research to innovate on product offerings and create personas, user journeys, wireframes, and product road maps.

USABILITY TESTING: Conducting guerilla and usability testing to validate ideas and iterate on designs.

ETHNOGRAPHIC: I've designed and led several research projects including a long-term study of hula halau in Hawaii (2010-2011), a rapid assessment of vaccination compliance among school-age Somali children in Seattle (2013), and qualitative interviews/contextual inquiry of ceramic makers in Indonesia (2015).

TOOLS: HTML5/CSS3, Git, Sketch, Balsamiq, Proto.io, Marvel, UXPin, InVision, Adobe suite (Illustrator, InDesign, Photoshop), Canva, SurveyMonkey/SurveyGizmo, Unbounce, Webflow, WordPress, CMS, CRM databases, R/RStudio.