**Lauryl Zenobi**

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**Summary**

I am an applied anthropologist with a passion for translating ethnographic insights into awesome user experiences. My expertise includes:

* **User research:** Identifying triggers, behaviors, and pain points through user interviews, surveys, and ethnographic studies (Projects: UX DC Lady’s lab, Interrorview, WMATA app).
* **Product management:** Synthesizing user research to innovate on product offerings and create personas, user journeys, wireframes, and product road maps (Projects: AnthroGuide, AAA website redesign).
* **Usability testing:** Conducting guerilla and usability testing to validate ideas and iterate on designs (Projects: Interrorview, WMATA app, UX DC Lady’s lab, AnthroGuide).
* **Ethnography:** 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).

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# Professional experience

## AnthroGuide Coordinator

## AMERICAN ANTHROPOLOGICAL ASSOCIATION *Feb 2016-present*

* 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

## Archaeology Public Outreach Coordinator

BURKE MUSEUM OF NATURAL HISTORY *&* CULTURE *Dec 2013 - Aug 2015*

* Served as point of contact for public inquiries, artifact identifications, historical research
* Planned 4-5 annual museum-wide and department-specific educational events each year, managed volunteers for special events, supervised high school interns
* Created educational outreach projects for PreK-12 and diverse cultural audiences

## Archaeologist

RECHTMAN CONSULTING, LLC. *Dec 2011-Sep 2013*

* Participated in all aspects of archaeological surveys, assessments and excavation
* Prepared lab and field reports for archaeological permitting and preservation

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# Education

2016 MA Archaeology (PhD candidate), UNIVERSITY *of* WASHINGTON

2011 BA Anthropology, UNIVERSITY *of* HAWAII *at* HILO

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# Tool Set

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.

**Professional membership**

UXPA, DC Chapter

American Anthropological Association