

I'm a 1st year Masters Student in Information seeking to move into UX Research. Formerly, I worked in Recruiting Operations with experience in hypergrowth tech companies.

## Education

Aug 2021 -  
Apr 2023

### University of Michigan - Ann Arbor

#### Master of Science in Information

Concentration: UX Research and Design

Aug 2007 -  
May 2011

### University of Southern California

#### B.S. Business Administration

Concentration: International Business,  
Marketing

## Coursework

Current

Consumer Psychology and Research  
Methods, Needs and Usability Testing,  
SQL and Databases, Graphic Design and  
Visual Communication, Web Design  
Responsiveness and Accessibility

Past

Contextual Inquiry, Interaction Design,  
Psychology of User Behavior,  
Python Programming

## Skills, Tools, Methods

### Research Methods

Design thinking workshops, focus groups,  
semi-structured interviews, usability testing,  
persona creation, customer journey maps, card sorting,  
survey methodology

### Tools

Figma, Miro, Lucidchart, Usertesting,  
SurveyMonkey, Qualtrics, Adobe Creative Cloud

### Project Management

Agile, Waterfall, JIRA, Asana, Smartsheets, Kanban,  
Gantt, Sprint Planning

### Web Design

HTML5, CSS3, Javascript

### Data Analytics

SQL, Excel, Google Sheets

### Coding

Python

## UX Research Projects and ...

Password: kelantan

### Interaction Design

#### Mood Dial

A goalsetting and  
mindfulness mobile app  
that blocks technology-  
driven notifications  
based on user mood.

This was a class project  
brought from concept to  
prototype independently.

### Client Consulting

#### Customer Empathy Network

Embed a culture of  
customer-centricity at  
an e-commerce furniture  
company.

This was a client project  
where within a team of  
5, I acted as project  
manager and lead  
researcher.

### Background Research

#### Defining the customer experience and operational implications for customer-centric firms - Oct 9, 2021

This was a background  
research report written  
individually to support the  
previously mentioned  
client project.

### Go To Market Plan

#### Bridgen

An employee  
engagement solution to  
bring hybrid teams  
together through shared  
experiences.

This was a hackathon  
project where within an  
interdisciplinary team, I  
acted as project manager  
and lead researcher.

## Cruise, LLC

### **UX Research Associate (Part-Time)**

Jan '21 - Sept '21

- Supported the Cruise UX Research & Insights team on a 20% basis on research for Cruise's [Ridehail](#), [Delivery](#), and [Origin](#) products.
- Partnered with Qualitative, Mixed Methods and Human Factors Researchers on participant recruitment, study design and logistics.
- Conducted and supported interviews using qualitative research methodologies (contextual inquiry, in-person and virtual interviews, card sorting, and usability testing).
- Performed field experiments at participant homes, closed course settings, and Cruise facilities. 50% of studies included accessibility assessment for wheelchair, deaf, and hard-of-sight individuals.

### **Staff Program Manager, Recruiting Operations & Programs**

Aug '19 - Sept '21

- Owned Cruise's portfolio of Interviewing Programs to elevate the quality of hire within the autonomous vehicle company - new hire training & onboarding, structured interview design, hiring decision programs, and interviewer performance management. These programs had a combined reach of ~2000 employees.
- Designed, implemented, and assessed recruiting program performance using qualitative and quantitative data sources. Indirectly managed 10+ mid-level project owners.
- Lead mission-critical People Team projects with company-wide impact using Agile and waterfall project management methods, managing teams and stakeholders across the entire Cruise organization.

## Uber Technologies, Inc

### **Sr Program Manager, Recruiting Operations - Strategy & Planning**

Mar '16 - Jul '19

- Program managed Uber's recruiting technology systems, including engagement with People Tools Engineering on the product roadmaps for Uber's internally built recruiting platform. Used product usability statistics, employee and candidate experience survey, and other research methods to inform design decisions toward the recruiting experience, touching 40000+ employees and 1.1 million external candidates annually.
- Led global project teams in improving efficiency of recruiting processes. Some projects include: RFPs and integrations of 3rd party softwares to HRIS | Tech solutions to maintain compensation pay parity and compliance by region.
- Managed Uber's global Employee Referral Program, scaling from 5000 to 20000+ participants over two years.

## LinkedIn Corporation

### **Project Manager / Chief of Staff - Campus Programs**

Dec '11 - Mar '16

- Executed University Recruiting, Intern and Early in Career programs. Built relationships with universities and organizations to build LinkedIn's brand as a premier employer by curating 150+ events annually across 30+ universities and regions.
- Lead the project team to redesign and launch the LinkedIn Campus Recruiting website ([careers.linkedin.com/students](https://careers.linkedin.com/students)). Used heuristic analysis and semistructured interviews to inform design decisions.