

SUMMER SALEH

EXPERIENCE

UX Researcher, May 2020 to present
Abercrombie & Fitch, Columbus, Ohio

Conduct and evaluate quantitative and qualitative research. Perform market and competitive analysis. Advocate research finding to audiences through written and oral presentations. Perform usability studies with consumers. Work closely with cross-functional teams to identify and evaluate research topics. Plan and implement user research strategies and methodologies.

UX Research Intern, 2019 to 2020
OCLC, Columbus, Ohio

Contacted and screened potential test participants, coordinated and scheduled test sessions, audio transcription, organizing and distributing documents. Conducted independent analysis of user session logs, call transcripts, and other traces of behavior exploring questions posed by the User Research team. Gathered insights and produced presentations including actionable recommendations in collaboration with team members.

Web Content Developer, 2018 to 2020
Abercrombie & Fitch, Columbus, Ohio

Worked with project management tools to execute the content schedule in order to build seasonal and daily updates. Writes HTML, CSS, JavaScript, and integrates 3rd party content for marketing and promotions. Partners with design and strategy teams to deliver personalized content to the users. Partners with the translation team to ensure correct verbiage is used in International markets. Coordinates with testing and analytics teams to execute on site tests.

QA Analyst, 2017 to 2018
Netjets, Columbus, Ohio

Designed and implemented testing plans for products. Identified procedures and scenarios for the quality control of products and services. Processed product reviews and inform the development team of defects and errors.

Summer Saleh

summerkatherine1@gmail.com
[summersaleh@github.io](https://summersaleh.github.io)

SKILL SET

- Generative research
- Competitive analysis
- Journey maps
- Moderated & unmoderated usability testing
- Responsive web design
- Evaluative research
- Interactive prototypes
- User personas
- Information architecture
- Summative research
- Cross-team collaboration
- Agile methodologies
- Project prioritization skills
- Strong listener & communicator
- Think big picture & remain detail-focused
- Balance customer advocacy & business needs

TOOLS

- Sketch
- Adobe Creative Suite
- HTML/CSS/JS
- Microsoft Office Suite
- UserZoom
- UserTesting.com
- QuantumMetric

EDUCATION

B.A. Geography with a minor in International Studies
The Ohio State University, Columbus, Ohio

M.S. User Experience
Kent State University, Kent, Ohio