Terron Graham

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Portfolio : TerronGraham.com

EDUCATION

- **University of Pennsylvania** — MS in Statistics, 2018

- **Pennsylvania State University** — BS in Business, 2017

EXPERIENCE

- **Meta (Contractor)** — New York City, NY
  Quantitative UX Researcher, AI Integration - Business Messaging Team — *June 2024 - Present*
  - Led multi-national human-centered research studies on AI-powered business messaging, combining survey data (n=1,000,000+) with platform interaction data for a holistic view of user/business behavior.
  - Translated complex data into actionable insights for technical and non-technical stakeholders, driving informed decision-making and gating criteria for 0-1 business messaging AI product creation.

- **Citi Bank (Contractor)** — New York City, NY
  Quantitative UX Researcher, Business Insights Team — *October 2023 - May 2024*
  - Developed and implemented a comprehensive onboarding framework to Adobe Analytics, standardizing event tracking across 6 platforms and ensuring alignment with organizational KPIs.
  - Engineered data pipelines that mapped user interaction patterns to designated analytics endpoints, ensuring data integrity and creating a foundation for accurate measurement across all digital touch points.

- **Microsoft (Contractor)** — New York City, NY
  Quantitative UX Researcher, Employee Experience Team — *January 2023 - September 2023*
  - Designed and executed a comprehensive longitudinal study tracking ~5000 employees monthly using SQL and Python to uncover correlations between feedback, demographics, and workplace behaviors.
  - Designed and launched Microsoft Employee Experience Survey, aligning insights with organizational strategy to enhance employee engagement and retention.

- **JP Morgan Chase** — New York City, NY
  Data Scientist, Core User Experience Research Team — *July 2020 - October 2022*
  - Developed performance metrics for core Chase Digital platforms using SQL, R and Adobe Analytics, enabling analysis of clickstream database consisting of 800M customer visits per month.
  - Designed Digital Account Acquisition database, standardizing transactional enrollment data and clickstream data across product groups. Collaborated with cross-functional teams to AB test changes aimed at improving acquisition at each level, from Awareness to Activation.
  - Presented analytical findings to senior leadership on weekly basis, translating AB-tested insights into actionable business strategy, enabling a 7% account volume increase relying on this database.

- **Independence Blue Cross** — Philadelphia, PA
  Marketing Research Analyst, Informatics Team — *January 2019 - June 2020*

- **University of Pennsylvania** — Philadelphia, PA
  Admissions Analyst, School of Education — *June 2017 - June 2018*

SKILLS

- **Technical Tools**: SQL, R, Python, Tableau, Adobe Analytics, Qualtrics, Photoshop, Excel, Powerpoint

- **UX Research Methods**: A/B Testing, Survey Design, Web Analytics, Journey Mapping, Interviewing

- **Statistical Techniques**: Hypothesis Testing, Regression Analysis, Longitudinal Analysis, Hierarchical Modeling, Survey Weighting, Item Response Theory