

### Background

I'm a user experience researcher with a focus on qualitative practices. My career began as an anthropology-major-turned-developer, with a brief stint at NASA. I became an advocate for user-centered design while learning how to fold Web Standards into my code (2007–2010). I honed my UX chops at marketing firms (2010–2015), and built upon this passion by leading and devising new research methods at service design firm, Fjord (2015–2019).

My mission is to demystify research through inclusion, raise the standard for remote ethnography, and explore novel ways to integrate customer insights at scale.

### Recent Experience (2017–2019)

**Library of Congress / 2019** Led mixed methods research for a vital national public service to shape the development of a bespoke CRM.

**Ford Motors / 2017** Improved retention and growth for a popular app by implementing a user research and design operations practice.

**Microsoft / 2018** Redefined an organization's long-term customer strategy through remote research and concept delivery across a three-year product roadmap.

**Nike / 2019** Devised bespoke participatory design exercises to align senior managers responsible for the success of Nike's global apparel line.

**Charles Schwab / 2018** Brought to market a complex customer service interface with ethnographic research and concept delivery.

**Wells Fargo / 2018** Conducted fast-paced international research and delivered a north star vision for the future of institutional investment.

### Capabilities

**Ops** Scope, recruitment, data and knowledge management, governance, tools & infrastructure.

**Generative** Research plans, discussion guides, stakeholder interviews, hypothesis workshops, user interviews, contextual inquiry, diary studies, survey design, ethnographic research, quantitative/log analysis.

**Recommend** Customer journey mapping, Service blueprint, mindset development, mental models, Jobs to be done, experimental (e.g., board games).

**Describe** Product road maps, concept storyboards, MVP definition, strategic prioritization, participatory design activities, design thinking activities.

**Design** Information architecture, wireframing and prototyping, typography, visual design, animation, operations.

**Evaluative** Usability testing (moderated, unmoderated), heuristic review, analytics review, competitor review, governance review.

**Recruitment** Validately, intercepts, unstructured interviews, social media, dscout, expert networks

**Moderated** Zoom, Teams, MURAL, UserZoom

**Unmoderated** dscout, UserTesting, Optimal Workshop, Qualtrics

**Knowledge** OneNote, MURAL, Jira, Slack, Teams, Powerpoint, KeyNote, Wiki

**Interface Design** Figma, Sketch, Adobe Suite

**Prototyping** HTML/CSS, InVision, Keynote, Flinto