Trever Santora
UX Researcher

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Background

I'm a user experience researcher with a strength in exploratory inquiry. My career began as an anthropology-major-turned-developer, with a brief stint at NASA. I became an advocate for user-centered design while folding 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 make research inclusive, reimagine how it's practiced remotely, and make insights actionable for time-strapped teams.

Latest Experience
(2017–2020)

Ford Motors / Improved user retention and growth for a digital-physical experience through consistent actionable insights.

Library of Congress / Boosted transaction times across the U.S. Copyright Office using experimental, and remote, mixed methods studies.

Microsoft / Redefined an organization's customer strategy through end-to-end exploratory research and concept delivery.

T-Mobile / Improved brick-and-mortar customer engagement through field, lab, and guerrilla intercept usability sessions.

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

Charles Schwab / Lowered call center volume for financial advisors through contextual inquiry, workshops, and concept delivery.

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