Trever Santora
UX Researcher

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Profile

UX researcher with a background in service design, front-end development, and anthropology. Eight years leading hybrid quant and qual studies across design, product, and engineering teams.

I love sharing what customers are doing early and often so that user advocacy is owned by everyone. To do this, I design creative research plans that explore new methodologies, share findings and recommendations in memorable fashion, ensuring user insights are not just "fascinating" but viable for fast-paced teams.

Relevant Experience
(2017–2019)

Microsoft / 2018 Worked with global solutions architects and product owners to deliver recommendations based on dev tooling research.

U.S. Copyright Office / 2019 Designed plan, guides, and led XFN team through six weeks of remote ethnographic research.

Wells Fargo / 2017 Conducted fast-paced international research, analyzing and synthesizing 34 in-depth interviews in two weeks.

Cisco / 2019 Conducted interviews with network engineers, and delivered a blueprint that identified strategic opportunities for AI in two weeks.

Ford Motors / 2017 As the first researcher, I designed a just-in-time usability practice and repository for app team's Agile workflow.

Charles Schwab / 2018 Designed, recruited, organized, and conducted a contextual inquiry field study in a three day window.

Skills

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, GitHub, Jira, Slack, Teams, Powerpoint, KeyNote, Wiki

Interface Design Figma, Sketch, Adobe Suite

Prototyping HTML/CSS, InVision, Keynote, Flinto