

Summary

Experienced mixed-methods UX Researcher with 7+ years of experience crafting end-to-end, inclusive, and impactful research studies. Passionate about leveraging customer-centric research and evidence-based design to create engaging, helpful, and meaningful products and experiences.

Core Values

- Advocacy • Collaboration
- Creativity • Curiosity
- Empathy • Gratitude

Experience

SENIOR UX RESEARCHER, ZWIFT | October 2021 – February 2024

- Led multiple simultaneous research projects applying various methodologies (interviews, usability testing, diary studies, surveys, etc.) to uncover actionable insights that informed content, design, product strategy, and executive decision-making.
 - Conducted extensive research on the redesigned home screen UI, signup and onboarding, content organization, etc., resulting in improved discoverability and navigation and a new onboarding tutorial that decreased new member confusion by 16%.
 - Spearheaded research into member churn, leading to a redesigned cancellation survey, new subscription options reversing subscriber decline, and a 10% YoY increase in subscriptions.
 - Conducted research on the needs of visually impaired athletes, providing a roadmap for accessibility improvements to the Zwift platform.
 - Developed a pre/post-survey program for key events, enabling data-driven yearly iterations that enhanced event design, communication, and overall experience.
- Communicated and promoted actionable research findings company-wide through presentations and updates, championing a user-centric, data-driven culture across Zwift.
- While the sole UX Researcher, independently developed and implemented a monthly rolling research program, providing timely insights for future designs and features while simplifying research processes.
- Revamped or created new key customer surveys (biannual, onboarding, cancellation, etc.) to deliver greater customer understanding and deeper insights, guiding product strategy and feature prioritization.
- Optimized research operations infrastructure by implementing tools for research participant management (Fuel Cycle and RallyUXR), incentives (Tremendous), surveys (Qualtrics), and project tracking (Jira).
- Partnered with Content, CRM, Data, Marketing, Product, and Strategy teams to execute research initiatives around improved customer experiences and positive business impacts and to elevate the role of user research within Zwift.

SENIOR UX RESEARCHER / UX RESEARCHER, BLINK | February 2018 – October 2021

- Applied diverse research methodologies (usability testing, interviews, surveys, diary studies, etc.) to uncover actionable insights and provide data-driven recommendations for product development.
- Independently managed end-to-end qualitative and quantitative research studies, from design to deliverables (research plans, screeners, session guides, reports, presentations, etc.), appropriately adapting strategies as needed to ensure client success.
- Presented informed, engaging, clear, and impactful research findings and actionable insights to all clients.

- Developed a "seller mindset" framework through user research, guiding eBay's product strategy and validating design decisions for seller-facing tools.
- Conducted pivotal research for the launch of the SoulCycle At-Home Bike, delivering insights that built Equinox Media's confidence and establishing me as a valued research partner.
- Uncovered key foundational member insights for Gesa Credit Union's new product application process, shifting their product design towards a user-centered approach based on customer needs.
- Hired and mentored a research intern (now a Sr. UX Researcher at Blink), successfully guiding them through Blink's 2021 Internship and Pro Bono Project program.
- Sought opportunities with new and existing clients to support their business goals and users' needs.
- Founded the Blink Bike Club, as a part of Bike to Work Month, to promote the benefits of bicycling.

RESEARCH ASSISTANT / TECHNOLOGIST, BLINK | August 2013 – February 2018

- Assisted research and design studies by building large-scale physical prototypes, writing screeners and sessions guides, creating surveys and analyzing results, accompanying researchers in the field to capture data, moderating usability sessions, and creating video highlight clips in support of final deliverables.
- Owned and maintained technology and scheduling needs for seven research and usability labs and equipped researchers with appropriate field-testing kits and provided support for remote projects.
- Enthusiastically supported staff with all technology needs at two locations through training and support documentation for company intranet and one-on-one and small-group technology training.

Education

- University of Washington — User-Centered Design Graduate Certificate, 2018
- Washington State University — Bachelor of Social Sciences with an emphasis in Business, Communications, and Psychology, Magna Cum Laude, 2017
- Kansas State University — Architecture and Marketing, 2001 – 2005

Skills

- Understanding, design, and execution of various research methodologies across different product types and domains
- Proficient use of research, survey, project management, productivity, and prototyping applications and tools
- Leading research operations, including participant recruitment, scheduling and incentive management
- Utilizing extensive technology expertise managing usability labs and remote research studies
- Applying research throughout product development
- Cultivating collaboration
- Employing creative problem solving
- Leveraging organization and clear communication
- Exuding positive and enthusiastic work ethic

Notable

UX MENTOR / PODCAST HOST, UX PURSUIT | Feb 2018 – Present

- Mentor those looking to get into UX, UX graduate students, and junior researchers through one-on-one mentoring, group conversations, and personal UX career-focused website and podcast.
- Created and host a podcast dedicated to sharing the unique stories and journeys of UX practitioners with the goal of providing insight, guidance, and advice to those pursuing a thriving career in UX.
- Supported a first-year graduate student with his UX goals, questions, and career aspirations through the GSA Junior Mentorship Program at UW HCDE (2020-2021).