

SAMANTHA R. ASBURY

Senior User Experience Researcher

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RELEVANT EXPERIENCE

Senior User Experience Researcher

Mendix

Dec 2021 - Sep 2025, Rotterdam, NL

- Led UX research projects from start to finish: identified opportunities, prioritized, scoped, planned, executed, and distributed research
- Strategized with stakeholders to fit measurable UX outcomes into design and product decisions
- Partnered with data scientists, product owners, and designers to drive more personalized experiences for individuals as well as teams and communities
- Improved UX maturity: developed user happiness tracking, managed taxonomies, educated stakeholders, and provided peer review to other researchers

UX Researcher | Product Owner

Dashmote

Aug 2020 - Oct 2021, Amsterdam, NL

- Led strategic user research opportunities for the frontend product as the only product researcher in the company
- Communicated research results across stakeholder groups including designers, analysts, data scientists, and engineers
- Created and maintained Dashmote's research repository

Head of Projects

Dashmote

Jan 2019 – Aug 2020, Amsterdam, NL

- Managed a team of project managers and data analysts delivering analytics dashboards and databases to clients in over 30 countries

Project Manager

Dashmote

Jun 2017 – Dec 2018, Amsterdam, NL

- Headed projects to bring market insights to clients in 10 countries
- Accelerated product development by delivering large-scale co-development projects and helping to standardize delivery processes

Digital Consultant

Independent Consulting

Sep 2016 – Dec 2018, Rotterdam, NL

SUMMARY

Over 15 years' experience working on multidisciplinary projects involving **research, data analysis**, and project management. Switched industries from international development to technology (SaaS, B2B). **Domain expertise in user experiences within a social context and with AI and automation.** Technically skilled with **quantitative** and **qualitative research methods** and strong **communication** and **presentation** ability.

SKILLS

Methodologies

- Interviews
- Surveys
- Usability testing
- Concept testing
- Motivation testing
- Prototype testing
- Regression analysis
- Ethnography
- Network analysis
- Clickstream analysis
- A/B testing
- Card sorting
- Literature reviews
- Desk research

Tools

- Alchemer
- MS Excel, Google Sheets
- Confluence
- Miro
- Dovetail
- MySQL
- R
- Python
- Figma

- Researched and advised on market strategy and competitive intelligence
- Built a small business website using Wordpress

Financial/Budget Analyst

AMEX International Inc., for the US Agency for International Development (USAID)

Feb 2013 – Sep 2015, Washington, DC, US and Kabul, AF

- Planned, coordinated, and executed the budget process for a \$2.9 billion annual portfolio in USAID civilian assistance to Afghanistan and Pakistan
- Modeled budget requests in line with up to \$4 billion in financial pipelines and consistency with USAID strategic priorities
- Provided support to drafting 10-year Afghanistan Mission strategy documentation and to evaluating annual portfolio cost-effectiveness
- Analyzed and distributed reports on macroeconomic indicators to 100+ officials across the US government

Senior Executive Assistant

AMEX International Inc., for USAID

Apr 2012 – Feb 2013, Washington D.C., US

- Prepared briefing tools and agendas for US and foreign government officials

Executive Secretariat Coordinator

International Resources Group, for USAID

Apr 2011 – Jun 2012, Washington D.C., US

- Coordinated and delivered tasks from top US government officials to the bureau

Independent Contractor, US Agency for International Development Farmer-to-Farmer program

Cultivating New Frontiers in Agriculture (CNFA)

Jan 2011 – Apr 2011, Washington D.C., US

- Designed and executed phone surveys to assess experiences and marketing efforts from CNFA volunteers
- Coordinated with home and field offices to finalize program documentation, including scopes of work and volunteer CVs

Operations & Compliance Intern

CNFA

Sep 2010 – Dec 2010, Washington D.C., US

- Managed monthly budget and accounting records for field and home offices
- Researched competitive development projects for use in new business proposals

Research and Administrative Intern

Georgia Tech Work Abroad Program

Sep 2009 – May 2010, Atlanta, US

- Analyzed and organized program marketing and survey data for presentations to recruit students
- Developed and authored the public website and blog

Tools (continued)

Mixpanel

Gephi

Typeform

Webflow

Wordpress

Intercom

Recent trainings

Human-centered Generative AI, Stanford

Introduction to Data Science with Python, Harvard

E D U C A T I O N

London School of Economics

MSc Economy, Risk and Society

2015 - 2016, London, UK

- High Merit overall
- Relevant coursework in sociology of markets and social research methods including regression analysis, social network analysis, in-depth interviewing, and virtual ethnography

Georgia Institute of Technology

BSc International Affairs and Modern Languages

2006 - 2010, Atlanta, US

- Graduated with Highest Honors and awarded Dean's List distinction
- Relevant coursework in empirical methods, economics, computer science, and calculus

L'Institut d'études politiques de Paris (Sciences Po)

Undergraduate Exchange Program

2008 - 2009, Paris, FR

- Relevant coursework in political sciences