

Morisette Alvarez

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An data-driven User Researcher with 3+ years of experience in conveying data into actionable design recommendations resulting in improved product usability and user satisfaction. Specialties include: utilizing a mixed methods approach, cross-functional collaboration, and data cleaning.

PROFESSIONAL & LEADERSHIP EXPERIENCE

Blink UX

UX Researcher

Seattle, Washington

Feb 2025 – Jul 2025

- Managed multiple onsite dogfooding studies measuring the usability of Spatial UI in VR headsets and comfortability of wrist wearables over a 6 hour wear.
- Moderated usability lab studies of 8 participants per week of 3 times per day to identify pain points and uncover critical insights for the redesign of the wearable.
- Conducted data cleaning and preprocessing to ensure data quality and integrity for analysis.

Blink UX

UX Researcher

Seattle, Washington

Nov 2023 – Aug 2024

- Conducted a nationwide benchmark study to measure comfortability of 4 different VR headsets.
- Planned and executed over 15 in-person usability testing sessions in 3 weeks.
- Assisted in finalizing research protocol, improving the consistency and reliability of research findings.
- Communicated closely with senior researchers, project managers and clients to identify user behaviors and attitudes and align it to the research objectives.

Zero Waste Washington

UX Consultant

Remote, Washington

Dec 2021 – Apr 2022

- Conducted 8 remote usability testing sessions to identify website bugs, critical usability issues, and pain points that impacted 85% of the users.
- Assisted in enhancing the data quality of the database, improving the accuracy of the data by 20%.
- Reviewed over 100+ Hotjar Sessions Recordings of website visitors to evaluate user behavior analytics.
- Utilized Google Analytics to define success metrics as a new benchmark reference for internal teams.
- Synthesized findings into actionable insights, facilitating a 15% reduction in design iteration time.

Connect (Project)

Lead UX Researcher

Remote, Washington

Oct 2020 – Jun 2021

- Managed the product planning process and deliverables through the ideation and research phase.
- Conducted secondary research, revealing resource trends that guided feature prioritization.
- Created detailed user personas and user scenarios to align user needs with product features.
- Created a competitive analysis to identify opportunities to address unmet needs.
- Worked closely with 5 stakeholders to identify problems in the research plan and prioritize features based on consumer insights.
- Presented research findings and gathered data to stakeholders, informing of applicable design solutions.

SKILLS

Skills: Usability Testing, Primary Research, Analytical Thinking, Secondary/Desk Research, In-Depth Interviews, Cross-Functional Communication, Qualtrics, Surveys, Concept Testing, SQL, R, Tableau

EDUCATION/CERTIFICATION

Bachelors of Arts in Interactive Media Design

University of Washington

Bothell, Washington

2019-2021

Data Analytics Professional Certificate

Google

Online Course

Aug 2025