

## Qualifications Summary

Results-driven UX Researcher with expertise in user-centered design, mixed methods research, and AI/ML-powered product experiences. Leveraging quantitative and qualitative insights to inform design decisions, enhance usability, and guide the development of intelligent features. Experienced in designing and executing large-scale surveys, usability testing, heuristic evaluations, interviews, contextual inquiry, and concept testing to uncover actionable insights that shape product strategy.

Skilled at translating user needs, business objectives, and technical constraints into innovative solutions that boost engagement, adoption, and growth. Collaborative by nature, I work seamlessly with cross-functional teams to deliver impactful projects on time and within scope. Committed to exploring AI and machine learning applications in UX, while staying at the forefront of research methodologies and industry trends to deliver cutting-edge, impactful solutions.

## Technical Proficiencies

### Research Methods & Tools:

Usability Testing, Diary Studies, Concept Testing & Evaluation, Surveys, Solution Validation, Occlusion Click Testing, Cognitive Load Testing, Problem Validation, In-Depth/User Interviews, Journey Mapping, Personas, Baseline Inspection, System Usability Scale (SUS), Rapid/Iterative Research, Conjoint Analysis, Card Sorting, Tree Testing, Remote Moderated Testing, A/B Testing, Task Analysis, Heuristic Evaluation, User Flows, Competitive Benchmarking, R, Python, HTML, CSS, JavaScript, Qualtrics, Figma, Salesforce, Excel, Google Suite, Dscout, UserTesting.com.

## Career Experience

### UX Researcher

01/2025 – Present

Meta, New York, NY | Messenger Team | Contract with Tundra

Supported the growth and success of Messenger, a product with over 1 billion users, by conducting user research to inform product development decisions. Utilized expertise in qualitative and quantitative research methods, data analysis, and stakeholder communication to deliver actionable insights that informed key product launch decisions.

- Engineered a reusable R pipeline for automated conjoint analysis, standardizing global concept testing and accelerating insight generation by 60%.
- Led a diary study with 42 participants to better understand pathing between Facebook and Messenger and notifications from Facebook on the Messenger surface, recommending differentiation of notifications based on usage behavior due to differences in sentiment between highly engaged and low-engaged users.
- Directed a quantitative conjoint study with 3,000+ participants across the Philippines and U.S., assessing 17 feature concepts to generate actionable insights on user preferences, refine product-market fit, and drive prioritization for several successful launches.
- Developed and documented a comprehensive process for executing concept testing studies, addressing a knowledge gap in the organization. Created a database of findings from previous testing waves to inform future research and ensure methodological consistency.
- Analyzed diary study data from 25 participants to understand expressive media use in messaging apps, providing actionable insights that informed key product launch decisions for new features.
- Leading qualitative evaluations for AI-powered releases, driving rapid iterations, de-risking launches, and escalating potential risks across multiple high-priority features.

## UX Researcher

07/2024 – 12/2024

Google, New York, NY | Waze | Contract with Scalence

Mixed Methods User Researcher at Google on the Waze team, specializing in quantitative surveys, unmoderated studies, and cognitive load testing to refine the app's usability and design. Also leads research on AI-driven features, bringing data-driven insights to enhance the Waze user experience.

- Led a mixed methods study with 500 participants combining cognitive load testing with sentiment analysis to accelerate development of a key navigation feature, simulating real-world driving distractions (Waze alerts, iMessage notifications) and attention shifts to improve navigation performance.
- Conducted in-person usability study on emerging AI driven voice interface reporting feature.

## Senior UX Researcher

05/2022 – 05/2024

General Electric, New York, NY | Power, Oil and Gas (PGOG)

Led the UX research and design strategy that guided the development and launch of GE's first new standalone software product in over a decade, a platform for digitizing carbon accounting and enabling advanced analytics for the energy sector. Championed evidence-based design decisions through rigorous research, translating user insights into a product that achieved market readiness and strong internal adoption.

- Owned the end-to-end UX research program for emerging products, aligning user needs, business objectives, and technical requirements through qualitative and quantitative research.
- Conducted 20+ in-depth interviews and contextual studies with industry experts, customers, and internal stakeholders to surface core workflows, pain points, and decision-making behaviors.
- Delivered insights from qualitative research with subject matter experts to inform advanced Machine Learning (ML) models, enabling predictive capabilities and decision-support tools pre-GenAI.
- Secured over \$3 million in funding through persuasive presentations of synthesized research.
- Synthesized findings from primary research, unstructured operational data, and Voice of the Customer insights, refining product-market fit and influencing investment priorities.
- Developed a vision for next-generation products, defining new visual aesthetics, information structure, and features, while maintaining and evolving an existing design system for scalability and coherence.
- Delivered executive and company-wide presentations, earning commendation from the Senior Executive General Manager of GE Power, Oil & Gas for advancing GE's digital product and research maturity.

## UX Researcher

05/2020 – 05/2022

Google, New York, NY | Contracts with ProUnlimited and Genesis10

Led mixed-methods and usability research across Google Ads, Google Analytics, and Core products, delivering actionable insights that shaped product strategy and roadmap decisions. Partnered with UX Designers, PMs, and Engineers to identify user pain points, validate design concepts, and optimize user experiences for millions of users.

- Conducted 50+ remote usability study sessions using Figma prototypes and live environments, uncovering critical user insights that informed iterative design improvements.
- Synthesized cross-product research across Google Ads and Google Analytics 4, providing data-driven recommendations that influenced key feature launches.
- Streamlined UX research operations by developing workflow guides, communication standards, and reporting templates, reducing reporting time by 30% and improving overall research efficiency.
- Recognized by the UX Director for research insights that significantly shaped product and design decisions.

## Data Analyst

05/2015 – 05/2020

Independent Research Collaboration | Chicago, IL

Collaborated with a University of Chicago-trained cultural anthropologist (Dr. Daniel Scheinfeld, PhD) on a private research project on an adhoc basis, conducting rapid-turnaround data analysis to support iterative outputs, including reports, summaries, and visualizations. Synthesized qualitative and quantitative data to inform ongoing research decisions in an exploratory environment.

- Applied statistical analysis techniques to large data sets, ensuring the integrity and accuracy of findings.
- Conducted ANOVA and significance testing on large datasets, ensuring accurate interpretation of complex data and validating hypotheses.

## UX Research Internship

05/2018 - 12/2018

Accenture, Chicago, IL

Conducted user research and collaborated with engineers to develop interactive software tailored to conference room environments, translating insights into intuitive features and engaging user experiences.

- Collaborated with engineers to translate user insights into functional and intuitive features, using JavaScript to prototype a kiosk-style program tailored for professional environments.
- Designed and tested interactive elements, animations, and user interfaces to enhance usability and engagement.
- Led iterative improvements to the team's internal website, gathering feedback and optimizing functionality to better serve internal users.

## UX Research Internship

05/2017 - 09/2017

Illinois Institute of Technology, Chicago, IL

Performed in-depth design research to understand user needs, preferences, and pain points, informing the development of intuitive and user-friendly interfaces.

- Conducted user interviews and journey mapping as part of initial product research.
- Created MVP mobile application prototype in Figma.

## Education

Master of Design (MDes) in Human Computer Interaction, Illinois Institute of Technology, Chicago, IL

Bachelor of Arts in Psychology & Philosophy, DePaul University, Chicago, IL