

RELEVANT EXPERIENCE

UX Researcher

Charitable Impact

Oct 2018 - Present

- Planned and executed multiple research projects end-to-end. I'm able to quickly assess research needs, develop a research approach, then carry out a research plan while managing time constraints, evolving scope, and different stakeholders' needs
- Identified and articulated design issues through comprehensive usability testing. I have conducted over 750 unmoderated usability tests and analyzed more than 127 hours of test footage to assess usability, comprehension, and content for proposed and existing designs
- Lead both generative and evaluative user interviews to surface opportunities for an improved user experience on our platform
- Created clear, actionable research assets that guided the product team to make insights-driven decisions. I have also translated research findings into customer journey maps, visualizations, and reusable frameworks to maximize impact and improve memorability for stakeholders
- Have been instrumental in developing research operations for my company, including establishing a participant panel, building out a recruitment and scheduling process, drafting documentation (like consent forms, email templates, and a best practices guide), as well as starting a research repository to house insights
- Tracked and measured users' behavioural data through analytics (Google Analytics, hotjar) and our internal data warehouse (Metabase) to identify and investigate broader trends, in conjunction with qualitative analysis

Freelance Researcher

Oct 2017 - Oct 2018

- Conducted both generative and evaluative research for clients to help them understand their users more, and to assess and improve proposed designs. Clients include: BCcampus, Moonpig Ltd., Autoprop, etc.

UX Research Fellow

Kudoz

May - Aug 2018

- Conducted usability testing and tech coaching sessions with Kudoers, who are adults with cognitive disabilities. By understanding how Kudoers interact with the platform and with technology in general, I identified ways to improve the platform's accessibility and usability
- Standardized our method for collecting and interpreting data from usability testing sessions, to improve how we were prioritizing issues and building out user personas

EDUCATION

University of British Columbia

2014

Bachelor of Arts, Psychology

RED Academy

2017

Full-time User Experience Design Diploma