

Bella Margolles

User Experience Researcher

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RELEVANT EXPERIENCE

UX RESEARCHER CHARITABLE IMPACT OCT 2018 - PRESENT

- Planned, recruited for, and lead multiple user interviews to identify user painpoints and surface opportunities for an improved user experience. Created materials like interview script, notetaker guide, etc. to stay organized and facilitate colleagues' participation in the interviews
- Conducted over 750 unmoderated usability tests, and analyzed more than 127 hours of footage to assess usability, comprehension, and content for proposed and existing designs.
- Created clear, concise, actionable insight reports that guided the team to make user-informed and business-savvy product decisions. For example: a usability study mixed with qualitative insights has informed the redesign of our application's global navigation. The new global navigation will be a better reflection of our users' overall mental models.
- Set up and tracked site analytics and funnels to better understand and respond to behavioural trends.
- Created necessary content and materials for research operations, such as: participant consent form, recruitment email, best practices document, research ethics guide, etc.
- Initiated and maintained a repository of research insights to improve discovery, sharing, and reusing of user research company-wide

FREELANCE RESEARCHER OCT 2017 - PRESENT

- Have conducted both exploratory and evaluative research for clients to help them understand their users more, as well as to assess and improve proposed designs. Clients include: BCcampus, Moonpig Ltd., Autoprop, BEAM Deliveries, and GHG Accounting.

KUDOZ UX RESEARCH FELLOW MAY - AUG 2018

- Conducted usability testing and tech coaching sessions with Kudoers (adults with cognitive disabilities). By understanding how Kudoers interact with the platform and with technology in general, I identified ways to improve platform's usability and accessibility.
- I standardized our method for collecting and interpreting data from usability testing sessions
- Created user stories to help illustrate user struggles, and to add to an ongoing, behaviour-based segmentation of a very diverse population

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA
2014
Bachelor of Arts, Psychology

RED Academy
2017
Full-time User Experience Design Diploma