Cassandra Johnson UX Researcher

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Seattle, WA, USA

Experienced UX Researcher skilled at conducting both generative and evaluative research to deliver valuable insights and advocate for user needs. Seeking full-time, contract or internship opportunities.

EXPERIENCE

Ripple - UX Research Intern
Seattle, WA – May 2023 – August 2023

- Defined strategic research objectives for foundational research on competitor products.
- Conducted stakeholder interviews with product and design teams to identify research questions that would inform and shape project's strategy and provide business impact.
- Led the qualitative research project by selecting research methods and timeline, managing recruiting, conducting 1:1 user interviews, and performing thematic data analysis.
- Provided four key product recommendations to add guided steps, flexible drop-down options, and streamlined navigation to improve overall product satisfaction, which were incorporated by the product and design teams into the next fiscal year planning.
- Uncovered top user scenarios used by product owners to prioritize feature development.

EY - Senior UX Researcher & Designer Consultant
Seattle, WA – October 2020 – March 2023

UX Researcher & UX Design Lead for Car Insurance Company Portal
- Collaborated with other designers and researchers to conduct a variety of qualitative research including competitive analysis, user interviews, and SME interviews.
- Translated findings into insights that were used to design the low-fidelity prototype.
- Designed and executed a usability study, delivering UX/UI recommendations to enhance the speed and efficiency of user flows for integration into final designs pre-launch.

UX Researcher & UX Designer for Internal Staffing Tool
- Responded to unexpected, time-sensitive research by helping create a research plan to understand user behaviors and needs through user interviews and concept testing.
- Discovered critical new core functionality and indicators needed for MVP launch, and presented insights to stakeholders who incorporated new features into next sprints.
- Worked with the cross-functional team to make user-centric product design changes based on research findings and assess effectiveness through iterative user testing.

EY – Junior UX Researcher & Designer Consultant
Seattle, WA – August 2018 – September 2020

- Managed the research strategy and planning to ensure insights would be delivered to drive product design decisions and changes in-line with business deadlines.
- Conducted iterative qualitative concept testing followed by usability testing to validate new flows and features for a B2B diagnostic and management tool.
- Presented insights for a consumer product to stakeholders to advocate for user needs.
- Worked closely with product managers to prioritize immediate design changes.
- Advocated for user needs by highlighting pain points with consumer product and recommending future opportunities to improve overall customer satisfaction and experience.

PROJECTS

Qualitative Study for Appa Health - UX Researcher
- Determined research methodologies based on project timeline & recruitment constraints.
- Collected and analyzed user interview data to understand user behavior and experience.
- Communicated findings with stakeholders to help answer long-term product questions.

Quantitative Study: Effects of AR Beauty Filters - UX Researcher
- Designed and distributed a quantitative between-subjects survey to 104 participants.
- Analyzed results using statistical tests ANOVA and Tukey to determine if an effect existed.

Facebook Groups Usability Study (not sponsored) - UX Researcher
- Uncovered 7 key usability issues by designing a 3-task moderated usability study using a post-task questionnaire and post-test SUS survey.

EDUCATION

University of Washington, MS
Human-Centered Design & Engineering
May 2024
Seattle, WA, USA

Northeastern University, B.S.
Chemical Engineering
Minor in Information Design
May 2018
Boston, MA, USA

Relevant Master's Coursework:
- Experimental Research Methods
- Accessibility & Inclusive Design
- User-Centered Design
- Usability Studies
- Remote UX Research
- Interaction Design & Prototyping
- Service Design
- Computational Concepts

SKILLS

UX Research & Design:
User Interviews, Usability Studies, Concept Testing, Survey Design, Co-Design/Focus Groups, Literature Review, Competitive Analysis, Contextual Inquiry, A/B Testing, Journey Mapping, Design Systems, Information Architecture, Wireframing, Prototyping, Responsive Design, T-Tests, ANOVA

Tools & Software:
Mural, Miro, Great Question, UserInterviews, Qualtrics, Tableau, InVision, Figma, Sketch, Adobe Creative Suite, Azure DevOps, JIRA

CERTIFICATES

Nielsen Norman Courses:
- Analytics & User Experience
- The Human Mind & Usability
- Measuring UX & ROI
- Being a UX Leader