

Rebecca Davis | Lead UX & Design Researcher

email: radicalux@gmail.com portfolio: www.radicalux.com

10 years of work experience, specializing in small sample user research methods in a variety of industries including retail, healthcare, finance, security and staffing.

Skills

Qualitative user research methods: User interviews | Usability testing (moderated and unmoderated) | Card sorting | Ethnographic observation | Diary studies and more!

Quantitative user research methods: Surveys | A/B testing | Clickstream analysis | Online community management

+ Additional skills in UX: wireframing, journey maps, prototyping, design thinking, client presentations, workshop design

Work Experience

SimpliSafe / Staff Design Researcher

MAY 2021- DEC 2023

Projects of focus included creating a searchable research repository as a resource for Product and other internal team members. Led multiple beta hardware and service programs involving thousands of customers. Designed and led strategic foundational research to develop core user archetypes for product and design group.

- Planned, prepped and executed innovative qualitative research approaches across cross-functional research projects testing new hardware and software for launching security products involving engineering, product, QA and leadership.
- Presented findings and recommendations from qualitative research methods to executive stakeholders and internal teams to inform product roadmaps, design strategy and implementation.
- Mentored junior researchers on approaches to qualitative research methodology, planning, synthesis and client presentations.

Foundation Medicine/ Senior Design Researcher

NOVEMBER 2018 - MARCH 2021

Projects of focus included optimizing the experience of a clinico-genomic dataset (customer experience, product strategy and operations), testing the concept of a revolutionary new product prior to launch, conducting retrospective research on a retiring product, tested the launch of a product redesign and oversaw the product rollout.

- Led and planned Experience Design research and strategy for the Biopharma and Clinical Research domain within FMI.
- Executed qualitative user research methods including user interviews and usability testing to inform design, product strategy and operations.
- Created detailed deliverables based on research findings including readouts, user personas, archetypes, journey maps, experience frameworks, storyboards and user flows for all levels of management and expertise.

CVS Health/ UX Researcher

JULY 2017 - MAY 2018

Projects of focus included testing and building a voice first prototype for a skill on Google Home, testing the in store

experience for the rollout of CVS CarePass, defining the MVP for a Telehealth experience with CVS MinuteClinic, testing the rebrand of the CVS Photo experience.

- Responsible for defining and executing all qualitative research for the Digital Innovation Lab.
- Executed qualitative user research methods including moderated and unmoderated user testing, user interviews, user diaries, ethnographic observation and competitive analysis to inform design and product strategy.
- Mentored designers on conducting usability testing and other research methodologies and prepared training materials for junior designers.

Aquent/ UX Researcher

FEBRUARY 2013 - JULY 2017

Projects of focus included testing the rebrand of Gymnasium—an online learning platform—as it moved to a new domain, leading exploratory research to inform the redesign of the MyAquent experience for job seekers, testing the new website redesign with hiring managers and job seekers.

- Identified key areas for improving the customer experience through user mapping, personas, user research and internal user interviews and surveys.
- Managed an online community of customers and engaged them biweekly with research activities such as surveys, discussion boards, polls etc.
- Consulted with Product Managers to define research goals and objectives. Executed research methods such as user interviews or usability testing.

Tools

Remote/Unmoderated testing: UserTesting.com, Maze

Remote/Moderated testing: dScout, Zoom, UserInterviews.com, Lookback

Research Repository: Aurelius, Confluence, Dovetail

Survey tools: Qualtrics, SurveyMonkey, Google Forms

Cardsorting/IA Testing: OptimalSort, Maze.co

Design tools: Miro, Figma, Sketch, InVision, LucidChart

Education

- **Bentley University/ UX Certificate Program** | SUMMER 2016
- **General Assembly / UX Bootcamp Program** | FALL 2015
- **Emerson College / Marketing Communication, B.S.** | MAY 2011