

OBJECTIVE

Enterprise-level UX Researcher proficient in mixed methods that span from quick-turn, agile research to complex, in-depth studies. With **3+ years of hands-on experience at companies including Verizon and Meta**, I aim to inform accessible, user-first experiences that drive real impact.

SKILLS

Research Methods: interviews, usability tests, A/B tests, first-click tests, 5 Second tests, tree tests, card sorts, diary studies, concept testing, competitive audit, ethnography, field studies, co-design, personas

Design Tools: Adobe XD, Figma, Adobe Illustrator, Adobe Photoshop

Research/Analytics Platforms: UserTesting, FullStory, DScout, UserZoom, Fable, Maze, SurveyMonkey, Qualtrics, Cognos Analytics, Jupyter Notebooks, Discuss.io

Other Tools: FigJam, Miro, Dovetail, Airtable, Google Suite, Office 365, Calendly, Togg

Coding Languages: SQL, R

EXPERIENCE**Meta (Via Material+) | Design Researcher | June. 2025 - Aug. 2025**

- Temporarily contracted to assist with moderation and synthesis of a large-scale, time-on-task study evaluating AI-powered sales tools for the global sales team.

Verizon | UX Researcher III | Sept. 2022 - June. 2025

- Led the Support & Troubleshooting portfolio, driving strategic decisions that *enhanced experiences for 3M+ users per month and increased support tool engagement by 34% in 2 years*.
- Built an Airtable research repository with robust tagging to streamline project tracking. Adopted by greater research team, enhancing visibility & collaboration.
- Conducted research supporting Verizon's push into generative AI, including chatbot experiences, AI-powered support content summaries, and task automation tools.
- Led and executed *48 agile rapid research projects within the Rapid Research team in my first year*, supporting multiple consumer and business facing research portfolios with quick-turn, actionable insights.
- Provided mentorship and guidance to new researchers and research assistants, fostering their growth in methodology, cross-functional collaboration, and stakeholder management.
- Aligned with cross-functional teams on research initiatives with business priorities; then translated data into clear, actionable insights that uncovered user needs, shaped product strategy, and design decisions.

Ascent Global Logistics | UX Research Intern | Mar. 2022 - Aug. 2022

- Leveraged FullStory to analyze user behavior and uncover friction points, driving UX enhancements to Ascent's B2B Logistics SaaS platform through improved discoverability and interaction design.
- Delivered research insights that informed the redesign of the internal IT support site, increasing employee self-service usage and reducing the volume of calls and emails to the support desk.
- Won 1st place out of 10 teams in a company hackathon* by designing a blockchain-based asset tracking UI.

Animal Welfare Coalition of Northeastern New Mexico | UX Designer/Researcher | Nov. 2021 - Mar. 2022

- Led user research initiatives to uncover key pain points and usability barriers, delivering insights that directly informed product design and aligned with brand identity and business goals.
 - Created high-fidelity wireframes and prototypes, communicating design recommendations to stakeholders.
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EDUCATION

Texas Tech University | B.A. of Anthropology | 2025 - Current

- Applying anthropological methods to human-centered design and digital product research.
- Building advanced qualitative research skills to inform UX practices.

College of Southern Nevada | A.A. of Anthropology | 2020 - 2022

- Developed a foundation in ethnographic methods and cultural analysis.
- Applied research techniques such as observation and interviewing to study user behavior.

CERTIFICATIONS

Coursera | Google UX Design Professional Certificate | 2022

- Completed a comprehensive program on the end-to-end UX design process, including research, journey mapping, wireframing, prototyping, and usability testing.
- Built portfolio-ready projects in Figma and Adobe XD with a focus on accessibility, information architecture, and user-centered design.

Coursera | IBM Data Analytics with Excel and R | 2025

- Gained hands-on experience analyzing and visualizing data using Excel, Cognos Analytics, Jupyter Notebooks, and R.
- Applied statistical analysis, predictive modeling, and dashboard creation to communicate insights clearly and effectively.