

Sara Snow

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UX researcher with excellent interpersonal, collaboration, and communication skills and strong working knowledge of experiment design

TOOLBOX

User Experience: Heuristic evaluation, competitive analysis, user profiles/personas, usability testing, interviews, card sorting, surveys, paper prototype testing
Software: Visio, Axure, PhotoShop, Dreamweaver, Drupal, Camtasia, Google Analytics, SurveyMonkey, UserTesting.com
Coding: HTML, CSS, some JavaScript and PHP

EDUCATION

University of Texas at Austin
M.S., Information Studies
2013

University of West Georgia
B.A., English
2005

PROFESSIONAL EXPERIENCE

Qualtrics (Provo, UT)
User Experience Researcher
March 2016–present

- Define and drive both qualitative and quantitative research for the development two core Qualtrics products
- Build and maintain a research roadmap and a regular cadence of gathering user data
- Drive the process of defining a set of usability criteria to measure effectiveness, satisfaction, and engagement of Qualtrics products
- Set up practice for recruiting participants and maintaining user research panel
- Educate company on research methodologies and inspire team members at all levels to gather better user data and to act on it appropriately

MasteryConnect (Salt Lake City, UT)
User Experience Researcher
May 2015–present

- Lead UX research by interacting with all levels of the company, including executive staff, product managers, UX designers, and engineers
- Define and drive both qualitative and quantitative user data to inform planning, design, and development of MasteryConnect products
- Create and maintain research roadmap and regular schedule of usability testing
- Set up practices for recruiting and scheduling participants
- Educate the company on research methodologies and evangelize findings to motivate team members to gather user data and use it to inform product design

Google (Mountain View, CA)
User Experience Researcher
August 2014–May 2015

- Conducted research on multiple aspects of online search
- Observed and analyzed user behavior via lab studies, café studies, and surveys
- Worked with designers, product managers, engineers, and research managers to prioritize research opportunities in a fast-paced, rapidly-changing environment
- Evangelized research findings through written reports and oral presentations
- Mentored three user experience research assistants

University of Texas Libraries (Austin, TX)
Research Assistant
September 2011–October 2013

- Managed redesign of Life Science Library website, from interviewing stakeholders and documenting project requirements to creating wireframes and implementing the design into a content management system
- Conducted research on multiple aspects of library search
- Monitored site statistics using Google Analytics
- Presented “Writing for the Web” seminar for library professionals

Habitat for Humanity International (Atlanta, GA)

Web Content Editor

July 2008–September 2011

- Wrote and edited copy for Habitat.org, including all homepage features
- Developed guidelines and internal process for homepage feature publication
- Consulted content owners to understand their information needs and develop and coordinate site content

Centers for Disease Control (Atlanta, GA)

Web Designer/Developer

June 2006–July 2008

- Developed static internet and intranet pages and served as a technical resource for staff throughout the CDC's health promotion center
- Worked with research scientists, project managers, usability researchers, and designers to meet the health information needs of key audiences
- Evaluated and edited site content to ensure information was accurate, consistent, current, and in compliance with CDC style guidelines