

## EXPERIENCE

### **Edmunds**, Senior User Experience Researcher, Santa Monica, CA

April 2017-June 2017 (contract)

- Planned cultural-analytical qualitative research initiative upon request by senior business development staff and executives
- Created budget, complex screener, and cohorts for generative research initiatives
- End-to-end usability testing and user research for various teams (planning, script, screener, analysis, synthesis, presentation)

### **NFL Network**, Senior User Experience Researcher, Culver City, CA

April 2016-March 2017

- Developed requirements for a new, in-house content management system, based on the needs of content teams at 32 NFL clubs and editors of NFL.com
- Conducted research with unique user-stakeholders to create product requirements, and articulate complex user stories
- Created a help center within the new CMS; developed content strategy for dynamic Knowledge Base; conducted taxonomy testing to determine effectiveness of navigation and labeling; wrote glossary of terms for ease during onboarding

### **Freelance**, User Experience Researcher and Content Strategist, Los Angeles, CA

June 2015 – April 2016

Clients: Edmunds, BeyondCurious (Sonos, Lexus), Mahmee, A+R Store

- Conducts user research using a combination of deep qualitative methods and guerilla methods to help define business goals and identify and solve user needs
- Analyses and distills research data into compelling insights for clients
- Develops voice and strategy for content; uses a “content first” approach to design
- Able to conduct user testing on a variety of platforms (in-person, guerilla, remote, moderated, unmoderated)
- Identifies common themes and issues across multiple sets of data; creates product/service guidelines and makes recommendations based on these findings

### **Squarespace**, Content and Community Strategist, New York, NY

May 2013 – January 2015

- Conducted content audit and competitive analysis as the first steps in a full-scale remodel of the Squarespace knowledge base
- Developed and executed a qualitative-research-based plan to improve the visibility and navigability of the Squarespace help site
- Created style guide for written material and communication between Squarespace employees and customers
- Wrote and edited complex, yet accessible, technical support and design-related articles for Squarespace's help site

## ADDITIONAL EXPERIENCE

### **General Assembly**, Instructor, Los Angeles, CA

January 2016-present

- Developed full curriculum for a day-long course called “How to Build a Squarespace Site Without Code”; teaches biquarterly
- Other course topics in development: Squarespace e-commerce, qualitative research methods, and UX writing

## SKILLS & CERTIFICATION

- Copy Editing Certification, Mediabistro
- Prototyping & Wireframe software: Omnigraffle, Sketch
- Deep knowledge of Chicago, AP, MLA, Microsoft, and Yahoo! style guides
- Web languages (reads/recognizes HTML, CSS)

## EDUCATION

### **University of Copenhagen**, Copenhagen, Denmark

- MA, Applied Cultural Analysis, Danish Governmental Scholarship

### **Vassar College**, Poughkeepsie, New York

- BA, English
- BA, Sociology