Claire E. Peters

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EXPERIENCE

Edmunds, Senior User Experience Researcher, Santa Monica, CA
April 2017-July 2017 (Contract)
- Planned cultural-analytical qualitative research initiative in concert with senior consumer insights staff and company executives
- Created budget, complex screener, and defined cohorts for generative research initiative
- End-to-end usability testing and user research (planning, script, screener, analysis, synthesis, presentation) for multiple teams

NFL Network, Senior User Experience Researcher, Culver City, CA
April 2016-March 2017 (Contract)
- 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, Qualitative 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

TEACHING EXPERIENCE/PUBLIC SPEAKING

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

- Research Methods: Ethnography (classical and applied), observation (participant and non-participant), shadowing, ethnographic interview (structured, semi-structured, or unstructured), diary studies (text, visual, video), textual analysis (interdisciplinary: literature review, discourse analysis, or close reading), ethnographic focus group, usability testing
- 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