

SELECTED EXPERIENCE

Lattice — Staff UX Researcher

May 2022 - July 2023

Owned research roadmap and translated research insights into product roadmaps via cross-functional collaborative workshops. Used qualitative and quantitative methods to identify underserved personas and unmet needs. Scaled research insights by working closely with Data Science to launch Lattice's first JTBD framework, enabling teams to prioritize planned work and measure impact.

Amazon Alexa Identity — Senior UX Researcher

Senior UX Researcher (2018-2022); UX Researcher (2018)

Owned end-to-end research strategy and execution for personalized Alexa experiences. Research scope included ML-driven personalization, biometrics, customer privacy and trust. Leveraged in-person and remote methods including fieldwork, interviews, diary studies, usability testing, surveys and statistical analysis. Created resources and processes to guide decision-making at scale, e.g. with research repositories, benchmarks, frameworks & design patterns.

Amazon Alexa Identity — UX Designer

2017 - 2018

Redesigned Alexa's content management system to make it easier for voice designers to directly create & edit Alexa's responses to direct voice queries. Created authentication design patterns for determining when & how to prompt users to provide additional identity signals (e.g. voice ID, visual ID, audio event detection).

LiquidPlanner — UX Program Manager

2014 - 2016

Chartered design team and introduced qualitative and quantitative research program in a B2B startup environment. Managed designers, built processes and tooling, and drove cross-functional collaborative workshops to activate research. Outcomes included increased sales, retention, and product usage.

LiveAreaLabs — Senior UX Designer

2013 - 2014

Garrigan Lyman Group — Senior UX Designer

2012 - 2013

ITHAKA — UX Researcher

2010 - 2012

Planned, managed and executed a wide range of research including usability testing, interviews, ethnography. Used workshops, personas, and other artifacts to socialize and normalize user research. Managed research ops.

EDUCATION

University of Michigan, 2009 — Master of Science in Information, Human-Computer Interaction

Michigan State University, 2007 — Bachelor of Arts in Philosophy

