

Experience

UX Researcher

2024 – 2025

KEELWORKS FOUNDATION

Led end-to-end generative research for EdTech startup to identify user needs, pain points, and demographics. Worked on web-based platform providing free job training to underserved communities. Performed sampling, data collection, data analysis, and reporting. Communicated findings and recommendations to team of researchers, designers, and engineers in weekly meetings.

UX Researcher

2023 – 2024

FREELANCE (SUPERMODAL, TRACKITA PTY LTD)

Assisted lead researchers with evaluative research in eCommerce and GovTech sectors. Conducted primary and secondary research to support product development. Coordinated RFP process for AI integration on Tactics.com and contributed to development of growth strategy report for Reason Group AU.

Data Processing Analyst

2022 – 2024

COX MEDIA GROUP (CMG)

Created 50+ web surveys for enterprise clients in the media and entertainment industry, using SaaS programs and internal databases to configure and oversee project lifecycle. Worked closely with research team, external partners, and third-party vendors as part of market research pipeline. Clients included SAGO, Insights4Tomorrow, WSB-TV, among others.

Education

UX Research & Design Certification

2022

UNIVERSITY OF MICHIGAN (U-M)

Bachelor of Arts in Sociology

2020

UNIVERSITY OF SOUTH FLORIDA (USF)

Some College in Graphic Design

2018

MINNEAPOLIS COLLEGE OF ART & DESIGN (MCAD)

Skills & Tools

Skills: UX Research · Product Research · User Research · Accessibility · Mixed Methods · Qualitative Research · Quantitative Research · Design Thinking · Data Collection · Data Analysis · Sampling · Recruiting · Synthesis · Interviews · Surveys · A/B Testing · Competitor Analysis · Benchmarking · Usability Testing · Card Sorting · Affinity Diagramming · Personas · User Flows · Wireframes · Deliverables · Reporting · Insights · Recommendations · Stakeholders · Process Automation

Tools: Figma · Notion · Adobe Creative Suite (Photoshop, Illustrator, etc.) · Qualtrics · Microsoft 365 (Office, Excel, etc.) · Google Workspace (Sheets, Docs, etc.) · AI Tools (NotebookLM, Claude, etc.) · Knowledge of SPSS