Theresa Alexander, MS

| 954-557-0060 | Talexan3@Gmail.com | http://TheresaoAlexander.com

Strategic UX and product insights leader with 14+ years' experience driving user-centered innovation and leading high-performing, globally distributed research & insights teams. Proven ability to build functions from the ground up, mentor cross-level talent, & influence C-suite decisions to shape product strategy and business outcomes. Adept at bridging business goals with user needs through AI-powered solutions, internal tooling, and customer facing experiences. Brings a deep understanding of global audiences and the operational rigor needed to influence roadmaps, optimize journeys, and guide cross-functional collaboration across Product, Design, Engineering, and Marketing.

Professional Experience

Zoom

UX Research Manager   **September 2021 – May 2025**

- Built, scaled, and led Zoom's first UX Research & Content Design teams where I defined roles, recruited top talent, and built career development frameworks that boosted retention and accelerated time-to-impact.
- Drove cross-functional collaboration with Product, Design, Data Science, Engineering, and AI/ML teams, leading to the development of intelligent experiences that reduced meeting time by 15% & increased user satisfaction scores by 35%.
- Acted as a player-coach, leading end-to-end global strategic foundational & evaluative Research across North America, EMEA, and APAC, synthesizing insights that informed product strategy for enterprise collaboration tools used by Zoom's 300M global users.
- Established & maintained a centralized Research repository that democratized insights, increasing organizational access to user understanding across 22 product areas & improved decision-making speed.
- Negotiated vendor contracts in partnership with procurement, legal, and IT, and managed a $400K annual UX Research & Product Design tooling budget, balancing quality and scalability.
- Moderated 18 Customer Advisory Board meetings engaging 47 unique industry leaders to extract critical feedback, which shaped strategic investments in AI collaboration technologies.
- Directed end-to-end Research for SaaS & B2B2C solutions, creating frameworks that aligned buyer, partner, and end-user needs which boosted adoption by 20% & improved CSAT for 3 consecutive quarters.
- Facilitated design strategy workshops with Product Managers, Designers, and Engineering leaders to align on user journey pain points, resulting in improved UX patterns & more consistent design standards.
- Drove executive alignment, delivering insight narratives to C-suite stakeholders that informed multi-year product roadmaps and emerging opportunities.

Cisco Systems

Senior UX Researcher   **December 2020 – September 2021**

- Led Research strategy for enterprise networking products, partnering with cross-functional teams across engineering, content design, & global go-to-market to influence roadmap priorities & product investments.
- Mentored junior researchers, and embedding research best practices into agile workflows & elevating team research maturity across the organization.
- Designed and executed mixed-method global research to identify friction in complex technical interfaces, enabling simplification of enterprise product experiences and reducing user-reported friction by 20%.
- Championed stakeholder adoption of insights by crafting tailored deliverables for executives, integrating research into sprint planning, & ensuring findings translated into measurable experience improvements.
- Delivered persona-driven insight decks that combined customer journey data and market trends to align product marketing with target audience needs.
- Guided teams in embedding social listening signals into product feedback loops to enabling earlier detection of consumer needs and market shifts.

Citrix Systems

UX Researcher   **January 2019 – September 2020**
- Served as the sole researcher for the self-service & analytics tools team, improving time-to-resolution and reducing support ticket volume by 17%.
- Developed and led a longitudinal research program that informed the redesign of help center and dashboard experiences for SMB and enterprise users.
- Introduced repeatable research operations workflows that reduced study timelines and enabled faster cross-team collaboration on key customer pain points.
- Championed data-driven storytelling, translating findings into business cases for UX investment across support and product teams.

University of Miami

User Researcher   **January 2016 – January 2019**
- Designed and executed user research across multi-site healthcare studies, with a focus on accessibility, emotional resonance, and participant engagement.
- Collaborated with clinicians and administrators to improve digital health experiences through research on appointment systems, patient portals, and wellness content.
- Built scalable frameworks for participant recruitment, experience evaluation, and research documentation across a distributed team of collaborators.

Sheridan Healthcare

Research Coordinator   **February 2015 – December 2015**
- Coordinated multi-method research across clinical trials, ensuring alignment between digital tools, patient experience, and regulatory protocols.
- Synthesized insights from interviews, behavioral tracking, and surveys to improve engagement with trial participants and optimize communication flows.
- Partnered with physician leads to assess and refine workflows for both in-person and digital interactions within the patient journey.

Education

Ichan School of Medicine at Mount Sinai
Master of Science – Biomedical Science

Virginia State University
Bachelor of Science – Biology (Magna Cum Laude)
NCAA Women's Basketball

Skills

Coaching & Mentoring Researchers · Career Development Planning · Influencing Product & Design Decisions · Driving Collaboration Across Silos · Customer Journey Mapping · Executive Storytelling · Leading Distributed Teams · Aligning Research with Business Goals · Research Roadmap Prioritization · Global Research Expertise · Research Democratization · Strategic Vendor Management ·

Affiliations & Certifications

Certifications: User Experience & Analytics (Nielsen Norman Group) UX Research & Strategy (Design Lab)

Affiliations: Forbes BLK, Association for Women in Science (AWS), Bank of America Women's Entrepreneurship Program, User Experience Professionals Association (UXPA)