

Theresa Alexander, MPH

UX RESEARCH LEADER

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Theresa Alexander
MPH



PROFESSIONAL SUMMARY

An experienced Research and Insights leader with over ten years of experience & a passion for creating experiences that will enhance and improve users experience with different products, systems, & applications. Strong history of collaborating & working with B2B & B2C customers & partners within the enterprise, mid-market & small business technology space. An adept storyteller with a keen ability to clearly & concisely communicate findings to various stakeholders across multiple product spaces. A documented history of merging differing ideas & processes to ultimately reach a goal

SKILLS

User Interviews

Survey Design

Usability Testing

Design Thinking

Customer Journey Mapping

Personas

Remote Testing

Focus Groups

User Acceptance Testing

Empathy Mapping

Data Visualization

Diary Studies

Card Sorting

Low-fidelity Prototyping

PROFESSIONAL EXPERIENCE

Zoom

UX Research Manager (September 2021 – Present)

Product(s): Meetings, Chat, Contact Center, Phone, Events, Apps & Design Tech

- Build and manage Zoom's high-performing UX Research & Content Design teams across the following product areas: Meetings, Team Chat, Phone, Contact Center, Apps, Marketplace, Huddles, Productivity Tooling & Design Technologies.
- Act as a strategic partner across the Product & Design organization by communicating & demonstrating the value of Research. As well as, delivering insights that lead to a demonstrable business value.
- Advocate for Product & Design teams to make user-driven decisions in an effort to understand our current & future customer base & increase product adoption.
- Created an insights feedback channel for stakeholders to review historical research insights to stay aware of the voice of the customers.
- Build a jobs-to-be-done framework & research toolkit using insights & to champion user needs & wants.

Cisco Systems

UX Researcher – (December 2020 – September 2021)

Product(s): Enterprise Network, Security & Data Center

- Facilitate the complete research lifecycle, including defining sample strategies, recruiting participants, creating protocols, conducting customer experience research, facilitating/moderating events, data analysis, creating summary reports of findings and recommendations, and presentations to key stakeholders.
- Utilize research data and insights to represent a comprehensive view of customer and partner needs and pain points to appropriate business owners.
- Participate in UX/UI concept testing & research to guide the business in developing products, solutions and services that are right for the customer.
- Build cross-functional relationships & drive Customer Experience guiding principles throughout Cisco's culture and business processes.
- Lead the team in taking specific actions from the research findings in order to make meaningful differences to the product to improve both user and business outcomes.

EDUCATION

Cornell University

Continuing Education

Women's Entrepreneurship

Icahn School of Medicine

at Mount Sinai

Master of Public Health

New York, NY

Virginia State University

Bachelor of Science

Petersburg, VA

Magna Cum Laude

NCAA Women's Basketball

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UX RESEARCH MANAGER

TOOLS PROFESSIONAL EXPERIENCE

G Suite
MS Office Suite
Adobe Illustrator
JIRA
Miro
Confluence
Figma
Productboard
Salesforce Lightning
Qualtrics
Trello
Verint
Social Media
UserTesting

CERTIFICATIONS

User Experience & Analytics
Nielson Norman Group

Cloud Architecture for Design Decisions
LinkedIn

UX Research for Agile Teams
LinkedIn

UX Research & Strategy
Design Lab

Social & Behavioral Responsible Conduct of Research
Collaborative Institutional Training Initiative

PROFESSIONAL DEVELOPMENT

Member : MixMethods, Black UX Labs, User Experience Professionals Association (UXPA), User Experience Professionals Network, Hexagon

FUN FACTS

Hobbies : Fantasy football, Cycling, Concerts, Photography, Writing, Travel, Volunteering

Music : Lana Del Rey, Anderson Paak, Solange, Bad Bunny, Drake, Leon Bridges, Rihanna, Sam Hunt, Frank Ocean, Creed, H.E.R.

Citrix Systems

User Researcher – (January 2019 – September 2020)

Product: Self-Service, Technical Support & Analytics Tools

- Organize, synthesize and communicate research findings to relevant stakeholders to create actionable insights to drive product improvements.
- Collaborate with Product Managers, Designers, and other stakeholders to deliver against a roadmap, drive research strategy, and execute strategic research at all stages of the end to end design and development process.
- Facilitated all department research sessions and leverage pool of valued research candidates or sourcing one-off participants when necessary.
- Demonstrated a high level of ownership over the quality of all project deliverables, reviews deliverables of other designer and provide peer feedback and coaching.
- Consulted with and guide designers and product managers to plan, conduct, and synthesize research to make insight-driven decisions.

University of Miami

User Researcher – (January 2016 – January 2019)

- Recruit and screen research participants, schedule and perform interview sessions, and assist with all other research planning and preparations.
- Field requests and questions from potential sponsor's regarding the team's facilities, capabilities, and services to conduct research trials.
- Provide strong analytical and quantitative skills and communicate concepts and conclusions to a variety of audiences.
- Responsible for designing frameworks for investigator-initiated research studies, including all participant consent forms, recruitment materials, and accessibility questionnaires and surveys.
- Developed research participant tracking system that evaluated participant responsiveness, compliance, and satisfaction.

Sheridan Healthcare

Research Coordinator – (February 2015 – December 2015)

- Conduct quantitative data analysis on data gathered from focus groups, one-on-one interviews, surveys, and remote and local user testing.
- Collaborate with cross-functional teams including business and, product teams to identify and scope research topics.
- Manage clinical trial budgeting, subject stipend disbursement, contracting and all other regulatory and IRB submissions.