

Theresa Alexander, MS

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Strategic UX Research & Insights Leader with 14+ years of experience shaping user-centered innovation across enterprise SaaS and global consumer products. Proven success building, and leading high-performing distributed research organizations, embedding continuous feedback loops into product development, and translating human insight into measurable business impact. Adept at connecting business strategy to user needs, and partnering with Design, Product, Engineering, and AI/Data Science to deliver meaningful customer outcomes. Hands-on leader with deep direct customer engagement, regularly interfacing with enterprise buyers, administrators, and end users through interviews, usability testing, Customer Advisory Boards, and live feedback sessions to inform product strategy, GTM decisions, and executive investment planning. Known for establishing governance frameworks, and AI-powered insights systems that accelerate decision-making, reduce risk, and drive adoption across complex product ecosystems.

Core Strengths

UX Research Leadership • Product Strategy & Roadmap Influence • Voice of Customer • Experimentation & Mixed-Methods Research • Large-Scale Consumer & Enterprise Research • AI-Powered User Insights • Cross-Functional Influence • End-to-End Product Lifecycle • Customer Journey Mapping • Executive Storytelling • Research Operations & Governance • Vendor Management • Global Research Program Scale

Experience

UX Research Manager (Core Products) | Zoom (2021–2025)

- Built and scaled Zoom's first UX Research & Content Design organization, defining operating models, hiring talent, & establishing career frameworks that improved retention and accelerated time-to-impact.
- Served as a strategic thought partner to Product and Design leadership, influencing multi-year roadmaps across enterprise collaboration products used by 300M+ global users.
- Led global, mixed-methods research strategy supporting AI-powered feature development, driving a 40% increase in feature adoption and sustained, double-digit gains in customer satisfaction.
- Regularly presented synthesized customer intelligence to executive leadership, shaping investment decisions, prioritization trade-offs, and emerging growth opportunities.
- Launched and scaled a self-serve centralized insights platform, streamlining access to customer data and enabling faster experimentation, iteration, and go-to-market planning across global teams.
- Drove cross-functional collaboration with Product, Design, Data Science, Engineering, and AI/ML teams, leading to the development of scalable, insight-driven product experiences across the platform.
- Operated as a player-coach, setting vision and standards while empowering senior researchers and cross-functional leaders to execute independently at scale.
- Established Insights-to-Impact governance, linking research findings to business KPIs (NPS, activation, retention), reducing insight-to-decision cycle time by 30%.
- Directed vendor strategy, procurement, and renewals for core research and design platforms, balancing cost efficiency, security, and scalability across global teams. (Figma, UserTesting, Qualtrics, Dovetail)
- Designed and facilitated Customer Advisory Board programs, moderating 18 sessions with 47 enterprise leaders to directly inform platform strategy and AI investment areas.
- Balanced hands-on leadership with strategic empowerment by knowing when to step in versus delegate, and articulating clear, data-driven rationale to guide senior researchers and cross-functional partners.
- Led end-to-end research across SaaS and B2B2C ecosystems, aligning buyer, admin, and end-user needs to increase adoption by 20% and improve CSAT for three consecutive quarters.
- Facilitated customer-informed design strategy workshops with Product Managers, Designers, and Engineering leaders, improving UX consistency and decision confidence.

Senior UX Researcher (Enterprise Network) | Cisco (2020–2021)

- Designed and executed mixed-method global research to identify friction in complex technical interfaces, enabling simplification of enterprise network experiences and reducing user-reported friction by 20%.
- Elevated research maturity by embedding best practices into agile workflows and mentoring researchers across teams.
- Owned global research programs for Webex and enterprise networking products, influencing investment decisions and driving a 23-point increase in CSAT.
- Built segment-based customer journey maps by working hands-on with SMB and enterprise customers, combining behavioral data, surveys, and longitudinal studies to optimize multi-channel experiences.
- Partnered with Product and Marketing leadership to localize experiences across EMEA and APAC, increasing engagement and brand recall by 17%.
- Guided teams in embedding social listening signals into product feedback loops to enabling earlier detection of consumer needs and market shifts.

UX Researcher (Self-Service & Analytics) | Citrix (2019–2020)

- Served as the sole researcher for the self-service & analytics tools team, improving time-to-resolution and reducing support ticket volume by 17%.
- Partnered with engineering and data science to triangulate telemetry data with user interviews, creating a predictive retention model later adopted by Customer Success.
- Conducted longitudinal remote-worker studies during COVID that informed a “work-from-home” bundle yielding a 12% increase in renewals.
- Designed UX benchmarks and competitive analysis frameworks to evaluate ad placement and sponsorship potential within Citrix Learning and Marketplace products.
- Collaborated with Marketing Ops to test content and ad formats targeted to IT admins results led to rethinking CTA placement and improving conversion by 9%.

User Researcher | University of Miami (2016–2019)

- Conducted ethnographic and survey-based research and within IRB guidelines on digital health tools to improve clinical communication and patient engagement, boosting adoption by 35%.
- Created data visualization dashboards for clinical administrators to translate user findings into operational improvements.

Research Coordinator | Sheridan Healthcare (2014–2015)

- Synthesized insights from interviews, behavioral tracking, and surveys to improve engagement with trial participants and optimize communication flows.
- Partnered with physician leads to assess regulatory protocols, 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

Tooling

Customer & Experience: Qualtrics, Medallia, Zendesk, G2, UserTesting, Maze, Dovetail

Product & Analytics: ProductBoard, Amplitude, Pendo, SQL, Tableau, Looker

GTM & Operations: Salesforce, HubSpot, Airtable, Jira, Confluence, Asana, Notion

Design & Collaboration: Figma, Zoom, Microsoft Teams, Google Meet, Calendly

AI & Productivity: ChatGPT, Claude, Gemini