

# Theresa Alexander, MPH

SENIOR UX RESEARCHER

954.557.0060



Talexan3@Gmail.com



Fort Lauderdale, FL



TheresaoAlexander.com



Theresa Alexander  
MPH



## PROFESSIONAL SUMMARY

An experienced Senior UX Researcher with over eight 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 & SMB 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 that will satisfy both users' needs & wants.

## 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

### Senior UX Researcher, Zoom

*Product: Contact Center & Phone*

**Remote, September 2021 – June 2023**

- Perform product focused research within the entire product lifecycle, including working to recruit, moderate, synthesize & share research findings.
- Lean into innovative techniques to advance the craft of user research, market research & consumer insights within the product organization.
- Help build research awareness companywide to help advocate for its implementation into business objectives and strategy.
- Contribute actionable insights to product, dev, & engineering teams that directly aid in customer adoption & retention.
- Lead the effort on ensuring product & design teams are making user-focused decisions in an effort to better understand our current and future customer base.
- Build meaningful relationships with senior leadership across the content, marketing, engineering & product organizations to influence long term success of the Research organization.

### UX Researcher, Cisco Systems

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

**Remote, December 2020 – September 2021**

- 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, ensuring improvement priorities and investments are responsive to feedback and sentiment.
- 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 and 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  
**Graduate Certificate**  
Product Management

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*

# Theresa Alexander, MPH

SENIOR UX RESEARCHER

## 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.

### User Researcher, Citrix Systems

*Product: Technical Support (Self-Service & Analytics Tools)*

#### Remote, January 2019 – September 2020

- 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.

### User Researcher, University of Miami

#### Miami, FL, 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.

### Research Coordinator, Sheridan Healthcare

#### Sunrise, FL, 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.

### Research Assistant (Intern), Columbia University Mailman School of Public Health New York, NY, September 2013 – June 2014

- Developed research designs, data collection methods, and strategies for data management.
- Spearheaded tactics that resulted in an increase in program participants towards the end of the recruitment phase.
- Tasked with promoting and recruiting potential program participants through community outreach.