

## Senior User Researcher, Design & Innovation

**Relationship-driven professional with exceptional background in design research, front-end innovation, and multidisciplinary collaboration.**

Strategic design researcher and strategist with over five years of experience in generating actionable insights to solve complex problems. Demonstrated success in driving front-end innovation and new product development. Expertise in end-to-end qualitative research methodologies, from foundational exploratory research to iterative concept testing and validation. Proactive and flexible lead on multidisciplinary human-centered design teams that focuses on delivering holistic solutions inclusive of user, customer, team, and business stakeholder needs.

## Areas of Expertise

Qualitative Research | Market Opportunity Analysis | Team Building & Leadership | Discovery & Ideation Workshops  
Research Planning & Execution | Comparative & Benchmark Testing | Hypothesis Development & Testing |  
Stakeholder Engagement | Data Analysis & Synthesis | Customer & Product Research

## Career Experience

### Senior Design Researcher

2021 – 2023

Delve (Hybrid, Madison, WI)

Led research efforts to gain deep insights into user behavior, preferences, and needs, focusing on informing and enhancing design processes for diverse products and services. Crafted and executed research plans, collaborating closely with cross-functional teams. Provided analysis of research data, distilling complex findings into actionable recommendations.

- Planned and executed 121 research engagements across consumer, industrial/commercial, and healthcare industries to fill knowledge gaps, generate new insight into seven markets, and evaluate 75 concepts.
- Delivered presentations and research artifacts, inspiring design deliverables and playing pivotal role in strategic vision of product development and categories for multiple high-profile clients.
- Collaborated with designers, engineers, and researchers to socialize insights, develop concepts and stimuli, prioritize research questions, and create reports and presentations.
- Partnered in design and facilitation of 30+ workshops, defining and refining issues, generating and down-selecting ideas, concepts, and value propositions, and driving client decision-making at every stage of work.
- Achieved product manufacturing approval from executive team and provided detailed recommendations to client by leading design research and strategy, conducting three rounds of in-depth interviews and in-field observations with three key stakeholder groups.

**Milwaukee Tool (Brookfield, WI)**

Collaborated with interdisciplinary teams to gain valuable insights into the needs, preferences, and pain points of end-users, directing user-centric innovation and product development. Conducted ethnographic research uncovering data to inform creation and enhancement of product offerings.

- Planned and executed design research, delivering learnings and insights to achieve evaluation of 110 mock-ups, validation of 12 functional prototypes, and launch four new products along with a line of 18 task-specific accessories.
- Conducted exploratory research, delivering and presenting stories of 23 product innovation opportunities that informed business priorities.
- Established and managed network of 300+ tradespeople for recruitment and ongoing collaboration.
- Fostered collaboration among internal stakeholders, co-designing and facilitating six empathy and ideation workshops to identify and solidify links between user needs, concepts, and product features.

**Design Strategy & Research Intern**

2018

**IA Collaborative (Chicago)**

Collaborated with design strategists and researchers to drive innovation and design excellence in various projects. Supported planning and execution of research activities, gathering and analyzing data to identify valuable insights that informed design processes and guided decision-making.

- Key contributor on 12 in-home discovery and concept testing research sessions, leading two and gaining insight into consumer digital entertainment ecosystems.
- Created research protocols and tools, generated concepts, co-facilitated three client work sessions, and actively participated in team analysis and synthesis.
- Collaborated with designers, researchers, and business strategists to create and deliver a customer journey framework with synthesized opportunities and strategic design recommendations for a digital product.

**Industrial Design Intern**

2017

**KI (Green Bay, WI)**

Supported design and development of innovative commercial furniture solutions. Researched design trends, materials, and manufacturing processes to inform product development.

- Conducted self-initiated secondary research and heuristic evaluations to uncover insights for improving usability of patient room chair resulting in complete redesign.
- Generated ideas, developed concepts, and created sketch and CAD visualizations, presenting in-progress and final work to the design team and Marketing VP.
- Recognized for self-directed approach, commitment to extensive research, presentation skills, and concept development.

**Additional Experience**

**Sales Associate** | Apple and Verizon (Phoenix, AZ)

**Education**

**Master of Science in Industrial Design** | Arizona State University

## **Technical Proficiencies**

Microsoft Office, Adobe Creative Suite, Miro, Mural, Qualtrics, QuickTime, Sketchbook, Solidworks, post-its and half-sheets, whiteboards and walls, cautious and intentional about AI, and a quick study on new technologies