

Independent, proactive, and collaborative mixed-methods researcher with 10+ years of global experience in UX, innovation, and business validation. Specialized in navigating emerging problem spaces and driving strategic decision-making. Adept at translating insights into impactful products, working cross-functionally with diverse design teams.

Experience

Mixed Methods UXR, Creative + Generative AI

Amazon Ads

September 2022 – Present

- Scope, prioritize, and lead mixed-methods global research studies with cross-functional impact (Science, Engineering, Product, Design & more)
- Leading all Amazon Ads generative AI research to define science models, product roadmap
- SME to S-team on emerging Gen AI ads portfolio

Founder +Principal UXR

Mythos

August 2019 – September 2022

- Consulted Fortune 100 clients (Accenture, Cigna, Johnson & Johnson, General Mills, Union Pacific) on end-to-end UX research and product validation.
- Developed rapid validation frameworks for new business ideas from concept to launch.

Senior Insights Strategist +

Design Research + Strategy, Senior Advisor

Cigna - Innovation Team (Evernorth)

February 2021 – March 2022

- Lead mixed-methods research on Cigna's innovation team focused on emerging consumer products
- Collaborated with behavioral health + data teams to synthesize disparate data on groundbreaking work in fields like pediatric autism care and SDOH; work highlights: [predictive analytics](#); [SDOH – breast cancer](#)

Senior Design Researcher, Contract

Wondros

November 2020 – March 2021

- Project lead for two separate scopes of work in patient experience for largest integrated healthcare system in US
- Built innovation toolkit utilized by researchers at 115 facilities nationwide

Research Fellow - various

International Rescue Committee, Memorial Sloan Kettering, Parsons

February 2019 – August 2020

- Designed and led research studies and

Education

M.F.A Transdisciplinary Design

Parsons School of Design, New York, NY
2018-2020

B.S. Environmental Economics and Policy

Michigan State University, Honors College
East Lansing, MI
2009-2013

Languages

English, native
Spanish, conversational

Skills

Global Research
Early Business Validation
UX research planning
Recruitment
Survey Design
Qualitative Research
Diary Studies
Usability
Rapid Prototyping
Journey Mapping + Personas
Service Blueprints
Vendor management