

# DARA KRAMER

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*Deeply empathetic problem-solver transitioning to UX research, combining expertise in human behavior, storytelling, and collaboration to uncover user needs and drive innovative, user-centered solutions.*

## RELEVANT EXPERIENCE

### UX Researcher - Ecodrive, 05/2023 to 07/2023

- Conducted comprehensive product audits to align implementation strategies with Ecodrive's user-centric goals, identifying opportunities for improved user experience
- Led qualitative user interviews and moderated usability tests, highlighting user pain points and feedback to inform product roadmap
- Facilitated research that allowed for honest, candid feedback where participants opened up to talk about taboo subjects like shame
- Partnered with data team to develop and distribute surveys to better understand users' charitable donation habits and potential implications for platform strategy
- Identified usability challenges and misaligned messaging during product testing, leading to strategic recommendations for aligning Ecodrive's core values

### UX Researcher - Wevolv, 07/2023 to 09/2023

- Owned qualitative user interviews and moderated and unmoderated usability testing to inform design improvements, resulting in a 20% increase in task completion
- Collaborated closely with stakeholders to align product vision with user-centered design principles, presenting actionable recommendations for a mentor feature
- Created end-to-end interactive prototypes, wireframes, and designer handoffs using Figma, aligning with stakeholder vision and user needs

### UX Researcher - CyDeploy, 03/2023 to 05/2023

- Redesigned core website pages, streamlining the user journey and driving a measurable increase in demo trial sign-ups
- Owned competitive audit and heuristic evaluations of CyDeploy's information architecture to inform redesign opportunities
- Designed low-fidelity prototypes in Figma to simplify user conversion paths, refining designs based on unmoderated usability testing and A/B tests
- Conducted SCAMPER modeling and user interviews to inform site redesign, organizing a clear and actionable roadmap to stakeholders

## ADDITIONAL EXPERIENCE

### Voiceover Artist and Audiobook Producer - Self-Employed, 01/2015 to Present

- Produce and narrate audiobooks, managing all aspects from manuscript preparation (accents, pronunciation, and story development) to recording, editing, and mastering final audio
- Leverage CRM tools to market voiceover services and maintain client engagement for future projects
- Collaborate closely with authors, rights holders, elearning developers, and creative teams to ensure

high-quality audiobook production and alignment with project goals and timelines

*Past clients include Texas Education Agency, Quaker, Tyson, Wine.com, Evoke Health, Pepsico, Spotify Audiobooks, Casetify, Kay Jewelers, Coca Cola, NYT Best Seller Jeffrey James Keyes, and more*

### **Home Organizer - Swoon Spaces and Become Organized, 05/2022 to Present**

- Conducts client interviews to identify needs, pain points, and budget to inform project plans that align with client goals and adapt to their needs
- Manages team members to support multiple project timelines, efficient project execution, and ongoing client support

### **Event Operations Assistant, - Actors Connection, 03/2012 to Present**

- Organized and facilitated industry showcase events, connecting actors with agents and industry guests
- Managed logistics, catering, tech, and administrative support for in-person and virtual events

### **Casting Associate - Brette Goldstein Casting, 01/2019 to 03/2020**

- Managed audition process for actors including check-in, material preparation, camera operation, script reading, and post-audition communications
- Supported director by owning all on-site technical and administrative needs for large-scale auditions, before, during, and after auditions

### **Paralegal - Ritter & Ritter and Law Offices of Edward C. Kramer, P.C. 10/2014 to 03/2016**

- Conducted legal research and analyzed conflicting cases in substantive areas, providing detailed summaries to support decision-making
- Created and organized shareholders' and directors' organizational minutes, maintaining compliance with legal and procedural requirements
- Prepared comprehensive closing statements and exhibits for use in legal proceedings and transactions

## **EDUCATION**

**User Experience Certificate**, Harness Projects

**Classical Acting Certificate**, London Academy of Music and Dramatic Arts

**Bachelor of Arts, Theatre**, Binghamton University

## **METHODOLOGIES**

- Qualitative User Interviews
- Moderated Usability Testing
- Unmoderated Usability Testing
- A/B Testing
- Prototype Testing
- Surveys
- Heuristic Analysis

## **TOOLS**

- Figma
- Miro
- Lyssna
- Canva
- Audacity