

Fiona O'Malley

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Lead level User Experience/UX Researcher with 10+ years' experience in diverse industries. Possessing strong problem solving, critical thinking and quantitative/qualitative research skill sets while delivering actionable insights. Proven track record of creating successful research plans and conducting empathetic problem space driven user research. Known by colleagues for being a self-starter, an action oriented creative visionary with expertise in research industry trends.

SKILLS

Methodology: 1:1 user interviews, usability tests, card sorts, tree tests, surveys, workshops, research operations

Research tools: UserZoom, UserTesting, EnjoyHQ, Great Question, Airtable, Qualtrics, Mural, Miro, Figma, Optimal Workshop

Certifications: UX Master Certificate from Nielsen/Norman Group - Specialization in UX Research UX Management & Interaction Design, UXQB Certified Professional in Usability and User Experience, MeasuringU UX Measurement Certification, Google Analytics for Beginners, Advanced Google Analytics, Google Partners Analytics Certification

CAREER HIGHLIGHTS

- **Created democratization program** for over 70 designers and content strategists for a **Fortune 100 bank**.
- **Managed team** of UX Researchers through large scale digital transformation of a **Fortune 500 company**
- Implemented **quantitative benchmark measurement** procedures for digital products at **FM Global**
- Designed **large scale UX research strategies** for the user experience of hospitals on the **Northwell Health** website
- Created **new designs** for the **migration of a 7,000 page website** resulting in **22% growth** in successful conversions

PROFESSIONAL EXPERIENCE

UserTesting, Remote

Oct. 2022 – Present

Senior UX Research Consultant

Oct. 2022 – Present

- Lead the creation and implementation of training and workshops targeted towards upskilling UX Research skills across product teams leading to over 60% growth in usage on multiple accounts
- Created large scale research operations programs with multiple Fortune 500 companies for continued success of their research programs
- Managed consultations on research for 40+ companies to ensure the research they were conducting in the UserTesting and UserZoom platforms was successful.
- Mentor early career UX Researchers on research best practices and help them grow their research skills

FM Global, Providence, RI

Aug. 2019 – Oct. 2022

Principal Experience Design Researcher

April 2022 – Oct. 2022

- Manage a team of 4 researchers across multiple product streams within a large scale digital transformation project
- Develop research practice standards for uniform research processes across a large team
- Led the creation of large scale multi-method research plans for the engineering and risk space
- Improved the UX measurement scores for multiple company products through incorporating user feedback into our products

Senior Experience Design Researcher

Sept. 2020 – April 2022

- Conduct quantitative and qualitative user research to create user centered solutions for engineers conducting on site risk assessment
- Implemented the use of new research methods in our research practice
- Mentored new researchers who started with the company to help mature our research practice
- Improved the Experience score on our newly released digital risk report by 5 points, bringing it into the "Good" range for our performance KPI

UX Designer

Aug. 2019 – Sept. 2020

- Collaborated with Product teams and Engineering to create a digital solution for on site data collection
- Performed mixed method user research to discover the users problems that need to be solved for
- Synthesized data to help determine what the areas of priority for the project were

Northwell Health, New York City, NY

Mar. 2015 – Aug. 2019

User Experience Designer

Aug. 2017 – Aug. 2019

- Design migrating sections of northwell.edu to adhere to new Drupal 8 design standards while creating new complex information architectures for site migrations to ensure simple and intuitive user experiences

- Created new designs for the migration of a 7,000 page website resulting in 22% growth in successful conversions
- Designed large scale UX strategies for the user experience of hospitals on the Northwell Health website
- Conduct quantitative and qualitative user research to drive and improve the website design processes

Experience Specialist, Web Production & Performance

Apr. 2016 – Aug. 2017

- Produced and executed creative visions and new content on northwell.edu, receiving 500,000+ page views monthly
- Oversaw the accuracy of all web content to ensure high quality user experiences
- Collaborated with 20+ teams on 75+ web migration projects using non-standard and innovative solutions

Admissions Coordinator

Dec. 2015 – Apr. 2016

Concierge

Mar. 2015 – Dec. 2015

Neulion, Plainview, NY

Feb. 2013 – Feb. 2016

Around The NHL Audio Editor

AMC Networks, New York, NY

Feb. 2014 – Oct. 2014

IFC Public Relations Coordinator

EDUCATION

New York Institute of Technology, New York, NY

Master of Arts (M.A.) in Communications | May 2014

Binghamton University, Binghamton, NY

Bachelor of Arts (B.A.) in English Literature and Rhetoric | May 2012