

Ozzie Feerman

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USER EXPERIENCE RESEARCHER

My focus as a UX Researcher is gathering user research, and translating results into design solutions through Qualitative and Quantitative methods while cross-collaborating with various teams.

Areas of expertise include:

- Ability to work independently and deliver solutions by the required deadlines
- UX Research experience with Ed Tech, Non-Profit, E-commerce, and Health sectors
- Proven results in turning complex problems into viable solutions with UX/UI
- Familiarity in presenting to stakeholders, backed up by results with UXR
- Passionate about the User Centered Process and building something from the ground up
- Priority in communicating UX journeys to stakeholders with case-by-case chosen research methods. Examples include empathy mapping, A/B testing, site usability testing, affinity maps, moderated and unmoderated user interviews, and mental model development.

TECHNICAL SKILLS

Certifications: UX/UI Design and Research Career Track, **Springboard**.
Front End Web Development, **SDCE**. User Experience Design, **UCSD**.

Research Tools: Google Analytics, Maze, User Testing, Qualtrics, Optimal Workshop, Survey Monkey

Design: Figma, Sketch, Adobe XD, Photoshop, Illustrator, HTML, CSS and Javascript

WORK EXPERIENCE

UXR Consultant, San Diego/San Francisco, CA

UX Research Consultant

Jan 2020 – Present

- Analyzed and implemented UX strategies through Qualitative and Quantitative methods
- Improved user journeys for various companies with 25% gains on post-research iterations
- Proven results through an iterative scope in Health, Ed Tech, E-Commerce, and Hospitality
- Streamlined user flow solutions for clients founded on user experience research

Voya Financial/Benefitfocus, San Diego, CA

UX Researcher

Mar 2024 – Present

- One on one 1 hour long user interviews with the call center team
- Developed a questionnaire to address specific QLE friction points
- Conducted a team heuristic evaluation, competitive and overall business analysis
- Created user surveys to obtain specific data to help improve the design flow of QLE's

Rivian, San Francisco, CA**UX Designer (Academic Research)****Jan 2024 – March 2024**

- Deep UX Research dive into Rivian's vehicle purchasing digital platform & configurator user flow
- Conducted A/B prototype testing and unmoderated interviews with Maze and User Testing
- Created a Heuristic Evaluation presentation based on analysis and pitfall findings
- Discovered trends for Rivian through a Competitive Analysis

Build Natural, San Francisco, CA**UX Designer and Researcher****Jan 2020 – Aug 2022**

- Created a centralized educational library concept online for building with natural materials
- Obtained and implemented data-driven designs from Qualitative and Quantitative research
- Designed, tested, and iterated various user flows for optimal frictionless user navigation
- Networked with the natural building community to obtain user input before the app's launch

Lab4U, Santiago Chile/San Francisco, CA**UX Research Consultant****Oct 2020 – Jan 2021**

- Drafted a business analysis that stemmed from the site's breaking points on Google Analytics
- Re-designed the red route screens with the collaboration of various team members
- Assessed the success and importance of the membership page with A/B testing
- Acquired expertise in collaborating with an international team

EDUCATION

MHCID**Aug 2023 - Sept 2024****University of California Irvine**

MS Degree in Human Computer Interaction and Design

Fine Art Photography, BFA**Academy of Art University****Jan 2006 - May 2009**

- Acquired knowledge of film and digital camera equipment technology by integrating learned principles, both on location and studio photography assignments.
- Developed valuable skills in problem solving by adapting fast to various photographic circumstances during assignments, enabling the ability to think quickly and deliver results

Graphic Media**Southwestern College****Aug 1999 - May 2003**