

ALEXANDRA NGUYEN



USER RESEARCHER



San Diego / Remote / Hybrid

Passionate about building products and experiences that people love using by telling unheard stories driven by data



SELECTED EXPERIENCE

Nuro.ai



Remote

User Researcher, March 2022 – November 2022

- Led and prioritized research for all Operation efforts at Nuro. Established research practices across 4 product teams to guide and refine product development
- Crafted journey maps and conducted generative and usability research in the field. Insights optimized and defined new workflows, software/hardware tools, roles, and responsibilities to help scale operations from dozens to thousands of robots
- Integrated Human Factors guidelines into the hardware product development cycle. Identified and prioritized opportunities to increase safety and efficiency. Collaborated with Safety/Legal teams
- Mentored junior user researcher and defined involvement in the research process by delegating tasks. Facilitated culture of feedback and growth

Crunchbase



San Francisco, CA

User Researcher, March 2021 – March 2022

Associate User Researcher, January 2020 – March 2021

- One of two User Researchers that established research practices and supported several product teams by conducting end-to-end research across the web search experience, 3rd party integrations, personalization, and homepage
- Crafted 45 research reports, journey maps, personas, and jobs-to-be-done that guided a new Go-To-Market strategy and influenced the product roadmap to create 15 new features

Uber



San Francisco, CA

UX Research Intern, May 2019 – August 2019

- Evaluated the Driver's App and identified service design challenges for the Immigrant Driver Experience. Insights supported in-app translation feature between drivers & riders
- Developed a Research Process Book that enabled researchers to conduct studies with low-fluent/non-English speaking participants



EDUCATION

Georgia Institute of Technology



Atlanta, GA

M.S. Human - Computer Interaction, Psychology & Human Factors Track

Aug 2017 – Dec 2019



CONTACT

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HIGHLIGHTS

UXR Pioneer for two fast paced, agile start-ups. Created, defined, and refined UXR processes from the ground up

Defined roadmaps and led multiple research initiatives simultaneously with several teams and cross-functional stakeholders



SKILLS

Remote/In-Person Interviews
Contextual Inquiry
Ethnography
Cognitive Walkthrough
RITE Method
Concept Testing
Focus Groups
Participatory Design
Survey Design
Card Sorting
Heuristic Evaluation
Task Analysis
Ergonomic Evaluations
Literature Review



TOOLBOX

Respondent.io
SurveyMonkey | Qualtrics
UserTesting | UserZoom
Invision | Figma
Miro | Mural | FigJam
Airtable
Fullstory
Periscope | Heap Analytics
Tableau
Descript | Grain.io
Using Language Interpreters