

# ALEXANDRA NGUYEN



## USER RESEARCHER

nguyen.alexandram@gmail.com | (678) 267 – 0416

www.alexandramnguyen.com



## SELECTED EXPERIENCE

### Crunchbase

📍 San Francisco, CA

#### User Researcher II, March 2021 – Present

- Created 45 research reports that contributed to over 15 features/new products and product strategy
- User Research Guild Facilitator in charge of facilitating learning, development, and strategy for the User Research team (i.e. improving processes & collaboration, evaluating current & new tools, research templates, etc.)

#### User Researcher I, Jan 2020 – March 2021

- One of two User Researchers working collaboratively across Product, Design, Eng, Data Analytics, and Product Marketing
- Created Personas and Journey Maps to understand our users to guide product strategy and help influence the product roadmap
- Created, defined, and refined the UXR processes from the ground up
- Supported multiple product teams and stakeholders by translating business and stakeholder goals into discovery and usability research
- Analyzed and synthesized user pain-points/needs and presenting insights, actionable recommendations, and opportunities to stakeholders with team debriefs/presentations
- Maintained research operations (screeners, recruitment, scheduling sessions, and participant compensation)
- Created, documented, and shared insights throughout the organization with an Insights Library and Monthly Newsletters

### Uber

📍 San Francisco, CA

#### UX Research Intern, May 2019 – Aug 2019

- Conducted usability testing with cognitive walkthroughs on the Driver's App and investigated service design challenges for the Immigrant Driver Experience with proctored field surveys and observations
- Presented actionable recommendations to stakeholders to support in-app translations between drivers and riders
- Promoted Universal Design and created a Research Process Book to help researchers work with low-fluent or non-English speaking participants
- Worked collaboratively with Localization, UX Writing, Legal, Data Analytics, Research Operations Teams, and external interpreters



## EDUCATION

### Georgia Institute of Technology

M.S. Human-Computer Interaction, Psychology Track  
Aug 2017 – Dec 2019



## SKILLS

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



## ARTIFACTS

Affinity Mapping  
Jobs-To-Be-Done  
Journey Mapping  
Empathy Mapping  
Personas  
Storyboarding  
Data Visualization



## TOOLBOX

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