

Collaborative, strategic UX researcher with 6+ years of experience, specializing in responsible technology and enterprise-level business products. Approach research questions from an empathic yet pragmatic perspective, empowering cross-functional partners to make confident decisions in new and complex product spaces through human-centered insights.

## Areas of expertise

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Product Direction | UX Strategy | Responsible Technology  
End-to-End Research Leadership | Generative | Evaluative | Usability | Ethnography  
Best Practices Creation | Cross-Functional Collaboration | Workshop Facilitation

## Experience

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### **META**, Menlo Park, CA

01/2020-04/2023

A social media and technology company of 100+ thousand workers across the globe, serving 3.5+ billion users across the family of apps.

#### **UX Researcher** | *Responsibility & Privacy, Ads*

10/2022-04/2023

Balanced regulatory, business, and user needs across Meta's in-app controls for Facebook and Instagram, as well as supported our internal engineering tools that ensure compliance.

- Planned and ran a mixed method study combining a concept test with semi-structured interview to test a product design overhaul, clarifying risks in each of 2 core product directions and leading the design strategy decision for a year-long product development effort.
- Contracted a UX research consultancy to quickly and efficiently provide tactical usability recommendations to unblock a 5-person design team on an expedited shipping timeline.
- Designed and ran concept test of new internal tool feature to be used by engineers company-wide, proving the value of the feature to leadership while also identifying usability enhancements ahead of engineering work, saving potentially months of re-work time and ~100,000+ engineer work hours.
- Leveraged existing data to reveal overarching themes in product design issues and prioritize half-year of new feature development for 10+ person product team.
- Facilitated workshop for new team to surface underlying assumptions, leading to greater team collaboration and reprioritized research on 3 core business questions for more efficient use of limited research and development time.
- Educated 2 product teams on the role and benefits of having a UX researcher, leading to deeper integration and more efficient product development practices.

#### **UX Researcher** | *Responsible Innovation (contract to full-time)*

10/2020-09/2022

Responsible Innovation's mission was to proactively surface and address potential harms to society in all that Meta builds. As the team's first UX researcher, I ensured the operationalizability of tools developed for internal product teams in areas as diverse as non-profit funding, VR hardware, & automated content moderation.

- Influenced Responsible Innovation's strategy for biannual roadmapping and mid-half pivots from a program-focused approach toward more action-oriented, scalable product development.
- Developed research-backed best practices for internal tool development, referenced over a year after creation to onboard new team members, evaluate product concepts, and quickly assess blockers to adoption.
- Provided research-backed recommendations for 3 high-priority VP-level requests over 6 months.

- Consulted as POC for the team's contingent workforce, organizing the group of 10 to surface recurring challenges, patch onboarding gaps, foster community, and liaise with team leadership. This led to greater team cohesion and more efficient use of contingent workers' effort.

## **UX Researcher** | *Enterprise Products (contract)*

01/2020-10/2020

One of the team's first 10 researchers. Supported internal risk identification, security, and data center teams that enable a global, always on network for 77%+ of all internet users.

- Researched and advocated for an org-wide initiative to align tribal terminology through exploratory research, visual communication, and org-wide presentations, leading to deeper connections between related teams.
- Managed research projects for 3 internal products used by 2,000+ internal users.
- Presented research reports and advocated product strategy to 2 director-level stakeholders and cross-functional teams, leading directly to feature prioritization on a multi-year product roadmap.
- Consulted as a MURAL (webapp) advisor, assisting in tooling, methodologies, and project planning for the 1,000+ person Meta UX research function.

## **AVONTUS SOFTWARE, Berkeley, CA**

10/2017-08/2019

International tech company serving the scaffolding construction industry with 3D design, VR/AR, inventory management, and mobile-first scheduling/team management software.

## **UX Researcher & Designer**

12/2017-08/2019

Co-created and developed the UX (research & design) and marketing departments with the CEO and VP of Operations.

- Guided UX methodology training for developers and other staff, socializing research into all aspects of the company.
- Presented findings company-wide through presentations, reports, and accessible personas, informing product strategy across the entire line of products.

## Professional development

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## **ALL TECH IS HUMAN, Oakland, CA**

01/2022-present

Non-profit working to grow and strengthen the Responsible Tech ecosystem, speeding up society's ability to consider the impacts of technology, leading to greater multistakeholder collaboration, and diversifying the backgrounds and disciplines involved in the process.

## **Responsible Technology Mentor**

10/2022-present

Create a supportive environment for career growth for 5 junior UX researchers in responsible tech and facilitated networking opportunities to build the responsible tech pipeline and develop a stronger responsible tech community.

## Education

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**The University of California, Berkeley** *Bachelor of Arts (BA), Cognitive Science*

## Certifications

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**Cooper Professional Education** *User Experience Design; Design Research Techniques*

**Scrum Alliance** *Certified Scrum Master (CSM) - Credential ID 1047718*