

# ALEXANDRA NGUYEN



## USER RESEARCHER

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## SELECTED EXPERIENCE

### Crunchbase | Associate User Researcher

San Francisco, CA, Jan 2020 – Present

- One of two User Researchers working collaboratively across Product, Design, Engineering, Data Analytics, and Product Marketing to understand our users and help influence, strategize, and prioritize the product roadmap for new features on our core product
- Supporting multiple product teams and stakeholders by translating business and stakeholder goals into end-to-end research
- Analyzing and synthesizing user pain-points/needs and presenting insights, actionable recommendations, and forward-thinking opportunities to stakeholders with team debriefs/presentations
- Creating, defining, and refining the UXR processes from the ground up
- Maintaining research operations (screeners, recruitment, scheduling sessions, and participant compensation)
- Creating, documenting, and sharing insights throughout the organization with an Insights Library and Monthly Newsletters

### Uber | UX Research Intern

San Francisco, CA, 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

### Georgia State University

B.S. Psychology, Sociology Minor

+ Honors College, Cum Laude Graduate

Aug 2012 – Dec 2015



## SKILLS

Remote/In-Person Interviews  
Contextual Inquiry  
Ethnography  
Focus Groups  
Participatory Design  
Survey Design  
Rapid Iterative Testing & Evaluation  
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  
UserZoom  
Invision | Figma  
Miro | Mural  
Airtable  
Fullstory  
Periscope | Heap Analytics  
Tableau  
Video Editing  
Using Language Interpreters

“Passionate about building products people love using by telling unheard stories driven by data.”