

ALEXANDRA NGUYEN



USER RESEARCHER

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



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 and prioritize the product roadmap for our core product
- Creating, defining, and refining the UXR processes from the ground up
- 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 opportunities to stakeholders with team debriefs/presentations
- 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 interviews and cognitive walkthroughs on the Driver's App and investigated service design challenges for the Immigrant Driver Experience with proctored field surveys, observations
- Presented actionable recommendations to stakeholders to support in-app translations between drivers & 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 translators



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
Heuristic Evaluations
Cognitive Walkthrough
Concept Testing
Task Analysis



ARTIFACTS

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



TOOLBOX

Respondent.io
SurveyMonkey | Qualtrics
UserZoom
Invision | Figma
Tableau
Video Editing
Using Interpreters

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