(714) 362-1563                                                                    maryanna.winslow@gmail.com

# Maryanna Winslow
## User Experience Researcher

Empathy-driven UX Researcher with 6 years experience in behavioral psychology and product development. Dedicated to empowering users by aligning their needs with business goals and data supported innovation.

## WORK EXPERIENCE

**Indeed,  Remote** - *UX Researcher*                                    **OCTOBER 2023 - PRESENT**

- As a UX contractor, I collaborated with the IT Solutions team to decrease IT support touchpoints by 33% through user-centric evaluation of self-service and automation opportunities.
- Improved IT support landing page engagement via optimization activities like card sort and tree testing.
- Created personas and user journey maps from contextual interviews to pinpoint self-service and automation opportunities aligned with job archetypes and common touch points.
- Conducted a Qualtrics survey to document IT agent challenges, reducing blockers through insights and empathy/prioritization workshops with stakeholders.
- Currently redesigning the IT portal to empower users to self-resolve requests while maintaining easy access to support when needed.

**TrueCoach & Xplor Triib, Remote** - *UX Researcher*                **MAY 2022 - AUGUST 2023**

- Collaborated closely on research initiatives with UX designers and Product Managers for two SAAS fitness products across mobile and web platforms.
- Improved free trial user retention through strategic churn-reduction research, conducting contextual interviews with free trial users and optimizing feature discoverability during onboarding.
- Created research plans for feature development, including a point of sale interface redesign, utilizing competitive analysis, tree testing, surveys, prototyping, and remote usability testing to assess impact of improvements.
- Led discovery research initiatives with contextual interviews, journey mapping, and persona creation to guide feature development for new product modalities in untapped fitness industries.
- Established generative research methods based on customer support touchpoints and NPS feedback.

**WhereTo, San Francisco** - *UX Researcher*                    **DECEMBER 2018- APRIL 2022**

- Played a key role in establishing UX best practices at WhereTo, emphasizing user-centered design research and usability testing in product development.
- Aligned stakeholder engagement with user needs, ensuring a balance with business goals in product development through workshops and collaborative research share outs.
- Led design research for Melon's rebranding, employing contextual interviews, content auditing, gap analysis, and usability testing to support the needs of users through design innovation.

## EDUCATION

**University of California, Berkeley**- *Bachelor's in Psychology*                    MAY 2016
**UC Berkeley Extension, San Francisco** - *Professional Program in UX Research & Design*        MAY 2020

## SKILLS

Mixed methods in UX, User Interviews, User Journey Mapping, Usability Testing, Personas, Stakeholder Management, UX Workshops, Research Planning, Information Architecture, Tree Testing, Card Sort.Data Analysis