# PAIGE NUZZOLILLO

UX RESEARCHER + DESIGNER



## ABOUT ME

**I'm a creative, empathetic, and collaborative UX professional with 8 years of experience in UX research and more than 12 years of experience conducting qualitative research. My background spans UX research and design, participatory action research (PAR), research operations, communications, and project management. I believe in the power of storytelling and human-centered research to drive meaningful change across products, services, and communities. I am currently pursuing advanced training in interaction design and information architecture.**

**I have deep domain expertise in health and wellness, with research experience spanning infertility/IVF, STI/HIV prevention and contraception, oral health, food justice, substance use prevention, healthcare navigation and weight management.**

**I thrive in collaborative environments where I can lead mission-driven healthcare research, improve research operations and processes, and partner with teams that recognize the value of qualitative research.**

**Listen to my UX story on the Anthro to UX podcast!**

## CONTACT

**Coupeville, WA** *(open to remote or Whidbey Island positions only)*
**C: 917-636-8479, E: paigenuzzo@gmail.com**
**www.paigenuzzolillo.com**
**www.linkedin.com/in/paigenuzzolillo**

## WORK EXPERIENCE

### FREELANCE UX RESEARCHER/DESIGNER

*Self-employed | November 2025 - Current*

- Providing services in UX research and strategy, design, content, workshops and project management.
- Currently working with client ROAR Fertility (www.roarfertility.com), providing UX research and design skills to improve engagement and reduce dropoff of peer support app for those undergoing fertility treatment
- Designed Cairn Fertility, a self-directed IVF support platform product design project, including a competitive analysis, secondary research, generative research (7 in-depth interviews), proof of concept AI prototyping with Figma Make and Figma prototyping of platform MVP
- See full services list on website: www.paigenuzzolillo.com

### SENIOR UX RESEARCHER

*RVO Health | August 2023 - October 2025*

- Solo UXR on Healthgrades.com (Aug 2023–Jan 2025) and Wellos/Quit for Life (Jan 2025–October 2025)
- Conducted generative and evaluative research with consumers to inform product strategy for a redesign of Wellos, a clinical health and wellness mobile application for weight loss using GLP-1s and holistic strategies
- Utilized Cassidy AI for repository queries, experimented with Miro AI tools for qualitative data synthesis and Chat GPT for secondary research assistance
- Completed 12+ evaluative and generative research studies with providers and consumers on Healthgrades.com, including assisting with a provider profile redesign that increased scheduling clicks by 64% post-launch
- Built and implemented research intake, prioritization, and backlog systems; set annual and quarterly roadmaps in collaboration with product leaders
- Facilitated collaborative, cross-functional ideation workshops to co-create features and improvements based on research insights
- Presented strategic insights to executive leadership to inform product roadmap decisions
- Spearheaded trauma-informed research training for UXRs and market researchers, collaboratively developed and rolled out guidelines across the org

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## METHODOLOGIES

**In-depth interviewing**
**Prototyping & AI prototyping**
**Wireframing**
**Concept testing**
**Contextual inquiry**
**Heuristic evaluation**
**Competitive analysis**
**Participatory research**
**Card sorting**
**Tree testing**
**Behavioral diagnosis**
**Content inventory**
**Unmoderated usability testing**
**Moderated usability testing**
**Journey mapping**
**Empathy mapping**
**Persona building**
**Ideation workshops**
**Arts-based research**
**Surveys**

## CONFERENCES

- **Society for Applied Anthropology, 2022 "Applied Cultural Anthropology in Practice at Indeed"** (EPIC)

- **American Anthropological Association, 2022 "Unsettling UX: Opportunities and Challenges for Anthropologists in Human-Centered Design"** (AnthroTech)

## WORK EXPERIENCE

### SENIOR UX RESEARCHER

*Indeed.com | February 2021 - March 2023*

- Embedded on monetization team, supporting SMB product innovation through strategic generative and evaluative research
- Delivered actionable insights to cross-functional teams using design thinking; developed lo-fi wireframes to clarify UXR impact
- Partnered with quant researchers to triangulate qualitative data, enhance surveys with qualitative depth, and align insights to KPIs
- Led UXR representation on Indeed Design blog; launched training on writing for the blog that increased researcher contributions by 167%
- Trained UX designers in rapid testing via UserTesting.com and regularly mentored junior researchers across the org
- Promoted from mid-level to senior UXR (Feb 2021–June 2022 as mid-level)

### SENIOR UX RESEARCHER

*Delta Dental of Washington | August 2018-January 2021*

- First UXR hire at DDWA; embedded in inaugural product team as part of company-wide agile transformation
- Led generative and evaluative research for a new multi-audience (members, providers, brokers, employers) platform for Delta Dental member companies across the U.S.
- Managed research operations system & end-to-end study execution using tools such as MailChimp, Calendly, Qualtrics, UserZoom, Zoom, GiftBit, etc. Research ops included recruitment strategies, participant communication, participant management & incentive fulfillment
- Developed external and internal recruitment strategies for all four customer groups, presented recruitment needs to Sales team to encourage buy-in and collaboration
- Developed research repository and managed insight dissemination across org
- Designed and delivered in-person UXR training and workshops (e.g., Design Thinking, Empathy Mapping, Interviewing 101) for global development and design team in Cork, Ireland
- Oversaw UserZoom vendor selection, contract negotiation, and tool rollout
- Established UX success metrics across Delta Dental member companies and developed surveys to baseline and measure improvement to UX
- Developed infographics, personas, empathy/journey maps, full reports, mocked up wireframes, etc. as deliverables to stakeholders

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## TOOLS

**Collaboration**: Miro, FigJam
**Design:** Figma, Miro, Canva
**AI:** ChatGPT, Cassidy AI, Miro AI, Lovable, Image FX, Notebook LM, Claude, Gamma, Figma Make
**Project Management:** JIRA, Asana, Trello, Confluence, Google Suite
**UX Research Platforms:** UserZoom, Usertesting.com, Dscout
**Synthesis/Transcription:** Reduct, Dovetail, Atlas.ti, Dedoose, Otter.ai
**Surveys/Screeners:** Qualtrics, Google Forms, Typeform
**Research Operations:** Dscout, Userinterviews.com

## ARTICLES

- **UX Research as a Viable Career Option for Anthropologists: Insights from 12 UX Researchers with Anthropology Backgrounds** (Medium)
- **Amplify Your UX Research Impact Using Ideation Sessions** (Indeed Design Blog)
- **Mention in 37 Active UX Leaders to Follow on Linkedin in 2025** (UserInterviews)
- **Female Condom Knowledge, Attributes and Behavior: Barriers to Use and Potential for Acceptance Among Sexually Active Undergraduate Students** (UConn Digital Commons)

## PAST ROLES (SEE LINKEDIN)

- **Product Training Lead and Project Manager - Brikit,** design and information architecture agency (Remote, 2016-2018)
- **Project Manager - Microsoft via Beyondsoft**, Seattle (May 2016 - September 2016)
- **Junior Product Manager - Thrillist Media Group**, NYC (February 2015 - April 2016)
- **Digital Communications Coordinator - Juvenile Diabetes Research Foundation**, NYC (March 2014 - February 2015)
- **Marketing Assistant - Yelp**, NYC/Hartford CT (October 2012 - March 2014)
- **Qualitative Researcher - The Institute for Community Research**, Hartford CT (June 2011 - March 2013)
- **Qualitative Research Intern - The Institute for Community Research**, Hartford CT (July 2008 - August 2011)
- **English Language and Culture Assistant, Spanish Ministry of Education**, Asturias, Spain (2010)

## EDUCATION

UNIVERSITY OF BALTIMORE
**M.S. Interaction Design and Information Architecture** | Currently Enrolled Part-Time

UNIVERSITY OF CONNECTICUT
**Bachelor of Arts in Anthropology | 2006-2010, Honors Program**

## TRAININGS/CERTIFICATIONS

- UX Foundations, DesignLab (2027)
- AI for UX Design, DesignLab (2026)
- AI x Influence for Design Researchers, Aardvark Design Labs (2026)
- Trauma Informed Design Research, Social Design Sydney (2024)
- Nielsen Norman Group UX Master Certificate (2023)
- Irrational Labs Behavioral Design Bootcamp (2022)
- User Research Academy, 9 month mentorship with Nikki Anderson (2019)
- Hexagon UX, 3 month mentorship with Aliya Marder (Ridwell) (2018)
- General Assembly, Front-End Web Development Intensive (CSS/HTML/Javascript/JQuery), 10 week program (NYC, 2015)