PAIGE NUZZOLILLO
U X   R E S E A R C H E R   +   D E S I G N E R

ABOUT ME

I'm a creative, empathetic, and collaborative UX professional with 7 years of direct UXR experience and over 11 years experience in qualitative research. My background spans participatory action research (PAR), research operations, communications, project management, and design thinking. I believe in the power of storytelling and research to create positive change for products, services and communities. I am currently obtaining advanced training in interaction design and information architecture.

I've worked on large research teams at tech companies, small teams at non-profits, and served as a UXR team of one, building research functions from the ground up. I have the most domain expertise in health and wellness; I've worked in research capacities in STI/HIV prevention, oral health, food justice, substance abuse prevention, healthcare media, and most recently for a weight loss mobile application.

I thrive in environments where I can lead research projects, have strong collaborative partners, can help improve processes for the research org, and where qualitative research is valued.

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

CONTACT

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www.paigenuzzolillo.com
www.linkedin.com/in/paigenuzzolillo

WORK EXPERIENCE

FREELANCE UX RESEARCHER/DESIGNER
Self-employed | November 2025 - Current

- M.S. candidate in Interaction Design/Information Architecture and Advanced UX Research at the University of Baltimore, taking courses part-time. Currently enrolled in Neurodesign and Information Architecture course for Spring Semester 2026.
- Accepting project-based clients to help answer questions such as: How can we better understand our users before building a product? How can we make decisions about data we already have as a team? Why isn't our product intuitive or easy to use, and how can we improve it? What potential issues might exist in the product, feature, or service we're currently building?
- Providing services in UX research and strategy, UX design, content, workshops and project management.
- 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

PAIGE NUZZOLILLO
SENIOR UX RESEARCHER

METHODOLOGIES

In-depth interviewing
AI Prototyping
Arts-based research
Heuristic evaluation
Competitive analysis and testing
Participatory research
Concept testing
Contextual inquiry
Card sorting
Tree testing
Behavioral diagnosis
Unmoderated usability testing
Moderated usability testing
Journey mapping
Empathy mapping
Persona building
Ideation workshops
Wireframing
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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SENIOR UX RESEARCHER

TOOLS

Collaboration: Miro, FigJam
Design: Figma, Miro, Canva
AI: Chat GPT, Cassidy AI, Miro AI, Lovable AI, Image FX, Notebook LM
Project Management: JIRA, Asana, Trello, Confluence, Google Suite
UX Research: UserZoom, Usertesting.com, Dscout
Synthesis/Transcription: Reduct, Dovetail, Atlas.ti, Dedoose, Otter.ai
Surveys: 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, Advanced UX Research Concentration | Currently Enrolled Part-Time

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

TRAININGS/CERTIFICATIONS

- AI for Influence, 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)