

# PAIGE NUZZOLILLO

SENIOR UX RESEARCHER



## ABOUT ME

I am a creative, empathetic and collaborative UX researcher with a strong background in research operations, participatory action research (PAR), communications, project management and design thinking.

I've worked on a large research team at a tech company, a small research team at a non-profit, and I've also been a UXR team of one (the first at the company). I have 6 years of direct UXR experience and 12 years of experience in qualitative research.

Listen to my UX story [here!](#)

## CONTACT

Coupeville, WA

C: 917-636-8479, E: [paigenuzzo@gmail.com](mailto:paigenuzzo@gmail.com)

[www.paigenuzzolillo.com](http://www.paigenuzzolillo.com)

[www.linkedin.com/in/paigenuzzolillo](https://www.linkedin.com/in/paigenuzzolillo)

## WORK EXPERIENCE

### SENIOR UX RESEARCHER

*Healthgrades.com, RVO Health | August 2023 - Present*

- Responsible for building the UXR practice at Healthgrades, acting as a mini-agency/solo UXR serving 3 squads (3 PMs, 3 UX Designers and 1 Content Designer)
- Conduct generative and evaluative consumer and provider research for the website, helping to inform product decisions and drive innovation
- Most recently spearheaded research strategy for the provider profile redesign project at the company
- Established a research intake and prioritization process, set annual and quarterly roadmaps for research and created a new research backlog
- Develop collaborative workshops for stakeholder collaboration and ideation
- Manage all ResOps duties to make research happen (panel development and management, HIPAA compliance, scheduling, participant communications strategy and execution, incentive fulfillment, etc.)
- Present insights to executive leadership team to drive strategy
- Trained UXRs in trauma informed research principles, established guidelines for UXRs and socialized through org
- Spearheaded UXR repository improvements across UXR org

### SENIOR UX RESEARCHER

*Indeed.com | February 2021 - March 2023*

- Embedded on monetization product team developing new tools and solutions for rapidly growing small to medium size businesses
- Conducted strategic generative and evaluative research with employers and internal stakeholders, presented insights, helped teams transform insights into solutions using design thinking methodologies
- Developed wireframes and delivered to designers and stakeholders to communicate UXR insights
- Collaborated with quantitative researchers and product science to triangulate qualitative insights
- Served as the only UXR representative on the Indeed Design blog Editorial Board. Developed training program to encourage UXRs to write and grew representation on blog by 167% in one year.
- Trained UX Designers to conduct rapid iterative tests in UserTesting.com
- Actively participated in training junior researchers, mentoring and hiring of new researchers
- Mid-level UXR from February 2021-June 2022

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## METHODOLOGIES

In-depth Interviewing  
Arts-based Research  
Heuristic Evaluation  
Competitive Analysis and Testing  
Participatory Research  
Contextual Inquiry  
Card Sorting  
Tree Testing  
Behavioral Diagnosis  
Unmoderated Usability Testing  
Moderated Usability Testing  
Concept 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

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

- First official UX hire at DDWA embedded on first product team at company undergoing an agile transformation
- Led generative and evaluative user research for new Delta Dental platform with distinct features and functionality for four customer groups - members, providers, brokers and employers
- Developed and led in-person and remote UX research training and collaborative workshops - UX Research 101, Design Thinking/Empathy Mapping/Persona Reviews, Affinity Mapping, Interviewing 101 for stakeholders and development team in Cork, Ireland
- UserZoom vendor management, tool evaluation and selection, contract management and negotiation
- Research operations management, end-to-end study execution
- Developed external and internal recruitment strategies for all four customer groups
- Developed research communications, marketing materials for research panel
- Managed research repository for dissemination of findings and insights

### PRODUCT TRAINING LEAD, PROJECT MANAGER

*Briket (Atlassian partner) | October 2016 - April 2018*

- Developed full 16-week platform training curriculum and program on UX principles, software functionality, content strategy, information architecture & design principles with Founder/CEO
- Executed 16-week platform training with 2 high-profile clients, and executed 8-week program with 3 clients
- Executed 16-week internal product training program for all Briket employees
- Developed and produced client training videos using Camtasia
- Responsible for internal project management, JIRA Portfolio management and PM tool evaluation
- JIRA system support (project administration, board administration and select admin duties)
- Involved in strategy for variety of internal projects, including but not limited to: information architecture, product support, training, client services, internal systems, Atlassian accreditations and certifications
- Atlassian Sales and Operations Professional accredited and Agile Development with JIRA Software certified

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### TOOLS

**Collaboration:** Miro, FigJam

**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

**Card sorting, tree testing:** Optimal Workshop, UserZoom

**Research Operations:** Userinterview.com

**Scheduling:** Calendly

### 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 \(Indeed\)](#)
- [Mention in 36 Active UX Leaders to Follow on LinkedIn in 2023 \(UserInterviews\)](#)
- [Female Condom Knowledge, Attributes and Behavior: Barriers to Use and Potential for Acceptance Among Sexually Active Undergraduate Students \(UConn Digital Commons\)](#)

### PAST ROLES ([MORE INFO ON LINKEDIN](#))

- **Freelance UX Designer**, Seattle (April 2018-August 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

- Nielsen Norman Group Master UX Certificate
- Trauma Informed Design Research, Social Design Sydney
- Irrational Labs Behavioral Economics Bootcamp
- Nikki Anderson, User Research Academy 9 month mentorship
- Hexagon UX Mentorship Program

UNIVERSITY OF CONNECTICUT

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