

PAIGE NUZZOLILLO

SENIOR UX RESEARCHER



ABOUT ME

I am a creative, empathetic and collaborative researcher with a strong background in UX research, participatory action research (PAR), ResOps, communications 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 5 years of direct UXR experience and 9 years total of experience in qualitative research.

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

CONTACT

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METHODOLOGIES

In-depth interviewing
Arts-based research
Participatory research
Contextual Inquiry
Surveys
Card Sorting
Behavioral diagnosis
Unmoderated Usability Testing
Moderated Usability Testing
Concept Testing
Journey Mapping
Empathy Mapping
Persona Building
Ideation Workshops

WORK EXPERIENCE

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
- 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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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

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TOOLS

Collaboration: Miro

Project Management: JIRA, Asana, Trello, Confluence, Google suite

Evaluative Research: UserZoom, Usertesting.com

Synthesis/Transcription: Reduct, Dovetail, Atlas.ti, Dedoose, Otter.ai

Video interviews: Zoom

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 \(2020\)](#)
- [Amplify Your UX Research Impact Using Ideation Sessions](#)
- [Mention in Userinterviews - "36 Active UX Leaders to Follow on LinkedIn in 2023"](#)
- [Female Condom Knowledge, Attributes and Behavior: Barriers to Use and Potential for Acceptance Among Sexually Active Undergraduate Students](#)

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)

PRODUCT TRAINING LEAD, PROJECT MANAGER

Brikit (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 Brikit 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

PAST ROLES (MORE INFO ON LINKEDIN)

- **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 (April 2023)**
- 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