

# PAIGE NUZZOLILLO

## SENIOR UX RESEARCHER



### ABOUT ME

I'm a creative, empathetic, and collaborative UX researcher with 7 years of direct UXR experience and over 13 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'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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### WORK EXPERIENCE

#### 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

#### 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%
- Wrote article for Indeed Design blog - "[Amplify Your UX Research Impact Using Ideation Sessions](#)," including templates for public use
- 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)

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## METHODOLOGIES

In-depth interviewing  
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

*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.
- Led research operations system & end-to-end study execution using tools such as MailChimp, Calendly, Qualtrics, UserZoom, Zoom, GiftBit, etc.
- Managed full-spectrum research ops: 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

### PRODUCT TRAINING LEAD & PROJECT MANAGER

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

- Co-developed and led a 16-week UX and platform training program for clients and internal teams; also delivered multiple 8-week client sessions
- Produced instructional videos using Camtasia to support scalable training delivery
- Managed internal project workflows, JIRA Portfolio, and evaluated PM tools
- Provided JIRA system support (project and board admin duties)
- Contributed to strategic internal initiatives across information architecture, training, client services, and certification programs
- Received certifications in Atlassian Sales & Operations and Agile Development with JIRA Software

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### TOOLS

**Collaboration:** Miro, FigJam

**Design:** Figma, Miro, Canva

**AI:** Chat GPT, Cassidy AI, Miro AI tools

**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)

- **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

UNIVERSITY OF BALTIMORE

**M.S. Interaction Design and Information Architecture, Advanced UX Research Concentration** | Currently Enrolled

UNIVERSITY OF CONNECTICUT

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

### TRAININGS/CERTIFICATIONS

- [Nielsen Norman Group UX Master Certificate](#) (2023)
- [Trauma Informed Design Research, Social Design Sydney](#) (2024)
- [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)

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### INDEPENDENT WORK AND CREATIVE VENTURES

- **Art Teacher and Curriculum Developer** - (part-time) at the Pacific Northwest Art School, Coupeville WA
  - Sweater Knitting 101 (4 classes), March 2024
  - Sweater Knitting 101 (4 classes), May 2024
  - Sweater Knitting 101 (4 classes), February 2025
  - Knitting 101 - hat making (1 class), January 2026
  - Knitting 101 - cowl making (1 class), January 2026
  - Beginner Colorwork (1 class), February 2026
- **Won second place in Fiber Arts category** for the Annual Juried Art Show at the Pacific Northwest Art School, Coupeville WA, 2024
- **Assistant-in-training for acid dying course** for wool products with Elin Noble, 2024
- **Wearable art recently featured in "Fabulous Fiber Arts Throughout the Ages"** exhibit, Island County Historical Museum, 2024
- **Sweaters available for sale at Doll Parts Collective in Seattle, WA**, commissioned artist for both sweaters and wool needle felted creations
- **Volunteer member of Coupeville Creative Arts District** Committee, encouraging the arts and supporting artists in the town of Coupeville, WA
- **Sponsored open water swimmer** with Blue Seventy
- **Open water swim blog** available at [www.wetsuitweekender.com](http://www.wetsuitweekender.com)

