

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), communications and design thinking.

CONTACT

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Seattle, WA

METHODOLOGIES

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

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 - Present

- Embedded on product team developing new tools and solutions for rapidly growing small to medium size businesses
- Conduct strategic generative and evaluative research with employers and internal stakeholders, present insights, help teams transform insights into solutions using design thinking methodologies
- Collaborate with quantitative researchers and product science to triangulate qualitative insights
- Currently serving as the only UXR representative on the Indeed Design blog Editorial Board, encouraging UXRs to write in our external blog
- Train UX Designers to conduct rapid iterative tests in UserTesting.com
- Actively participate in training junior researchers, mentoring and hiring of new researchers
- Mid-level UXR from February 2021-June 2022

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

EDUCATION

UNIVERSITY OF CONNECTICUT

Bachelor of Arts in Anthropology | 2006-2010

- Nielsen Norman Group Master UX Certificate (13/15)
- Irrational Labs Behavioral Economics Bootcamp
- Nikki Anderson, User Research Academy
- Hexagon UX Mentorship Program