

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 total of experience in qualitative research.

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

CONTACT

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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 consumer and provider research for the website, helping to inform product decisions and drive innovation
- Train Designers and PWDR across the org in evaluative research best practices through bi-weekly office hours and workshops
- 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 on a regular cadence

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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
Participatory research
Contextual Inquiry
Surveys
Card Sorting
Tree testing
Behavioral diagnosis
Unmoderated Usability Testing
Moderated Usability Testing
Concept Testing
Journey Mapping
Empathy Mapping
Persona Building
Ideation Workshops
Wireframing/prototyping
Behavioral diagnosis
Heuristic evaluation

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

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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

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

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](#)

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
- 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