

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 in qualitative research. My background spans participatory action research (PAR), research operations, communications, project management, and design thinking - all grounded in a people-first approach.

I've contributed to 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 thrive in environments where I can connect with users, guide product strategy through actionable insights, and bring cross-functional partners into the research process.

Listen to my UX story [here](#) on the Anthro to UX podcast!

CONTACT

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WORK EXPERIENCE

SENIOR UX RESEARCHER

RVO Health | August 2023 - Present

- Solo UXR on Healthgrades.com (Aug 2023–Jan 2025) and Wellos/Quit for Life (Jan 2025–present)
- Conduct ongoing generative and evaluative research with consumers and providers to inform product strategy for a revamped holistic health and wellness product for weight loss
- Completed 12+ studies on Healthgrades, including 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
- Facilitate collaborative workshops to co-create features and improvements based on research insights
- Present strategic insights to executive leadership to inform product roadmap decisions
- Created and rolled out trauma-informed research guidelines for UXR; led training across org
- Spearheaded cross-org improvements to the UXR repository to enhance knowledge sharing

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 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

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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 research and resops for a new multi-audience (members, providers, brokers, employers) platform
- Conducted generative and evaluative research for provider, member, broker and employer audiences to inform design of new platform
- Designed and delivered in-person and remote UXR training and workshops (e.g., Design Thinking, Empathy Mapping, Interviewing 101) for global teams
- Oversaw UserZoom vendor selection, contract negotiation, and tool rollout
- Managed full-spectrum research ops: study execution, recruitment strategies, participant communication, and incentives
- Created marketing materials for research panel and managed insight dissemination via a centralized repository

PRODUCT TRAINING LEAD & PROJECT MANAGER

Briket (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
- Certified in Atlassian Sales & Operations and Agile Development with JIRA Software

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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

Research Operations: Dscout, 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 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 ([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