



# PAIGE NUZZOLILLO

## USER EXPERIENCE RESEARCHER

WWW.PAIGENUZZOLILLO.COM

### EXPERIENCE

#### UX RESEARCHER

Indeed | February 2021 - Present | Seattle

- UX Researcher on SMB Growth team, responsible for generative and evaluative research driving strategy and feature development

#### UX RESEARCHER

Delta Dental of Washington | August 2018 - Present | Seattle

- UX Research team of 1, embedded in first product team at the company, building a new digital platform for Delta Dental member companies
- Responsible for generative and evaluative research for 4 customer groups: members, brokers, employers, providers for 4 distinct portals
- Manage full research lifecycle and operations, ie. recruitment, research communications, research planning and execution, scheduling, data collection, incentivizing, analysis, panel management, delivery of findings
- Lead design thinking activities with stakeholders, UserZoom vendor management, research program tool evaluation and business case for growth of UX research and design team
- Engage Product Management team in collaborative research activities
- Improve research program processes with new Customer Insights team, helped hire a new Research Coordinator and quantitative Analyst

#### PRODUCT TRAINING LEAD/PROJECT MANAGER

Briket | October 2016 - April 2018 | Seattle

- Developed full 16-week platform training curriculum and program focused on UX, information architecture, design principles, content strategy with Founder/CEO
- Executed 16-week platform training with 2 clients, 8-week program with 3 clients and 16-week internal product training program for all Briket employees
- Provided JIRA system support (project administration, board administration and select admin duties) for internal team

#### ADDITIONAL ROLES

- Project Manager/Consultant (Microsoft, 2016, Seattle), Junior Product Manager/QA Coordinator (Thrillist Media Group, 2015-2016, NYC), Digital Communications Coordinator (Juvenile Diabetes Research Foundation, 2014-2015, NYC), Marketing Assistant (Yelp, 2012-2014, CT/NYC), Researcher (Institute for Community Research, 2011-2013, CT), English Teacher (Spanish Ministry of Education; 2010-2011; Asturias, Spain)

### EDUCATION

#### UNIVERSITY OF CONNECTICUT

Bachelor of Arts in Anthropology | 2006-2010

- Honors Program student, conducted primary research on female condom acceptability and availability for UConn Undergraduates, as form of prevention of STIs
- Community-Based, Participatory Action Research (PAR) internship at the Institute for Community Research, 2008 - 2011

#### ADDITIONAL TRAINING

- Nielsen Norman Group UX Certificate; 8-month mentorship with Nikki Anderson, User Research Academy; School of Visual Concepts - Usability Testing, Visual Design for UX; Hexagon UX Mentorship Program; Scrum Master training; Agile Development with JIRA (ACP-300) certified; General Assembly Front-End Web Development program; Doing Evidence-Based Analysis: Grounded Theory for UX Researchers training with Culture of Health Tech Consulting

### ABOUT

I am a Seattle-based, mission-driven UX researcher and anthropologist. I am curious, empathetic and a natural problem solver. I value feedback, collaboration, experimentation and ownership.

### SKILLS

Discovery Research  
Evaluative Research  
Research Program Development  
Research Operations  
Panel Management + Community Building  
Strategic Recruitment  
Storytelling  
Marketing and Communications

### METHODOLOGIES

In-Depth Interviewing  
Screeners  
Email Surveys  
Intercept Surveys  
Card Sorting  
Click Testing  
Tree Testing  
Think Aloud Usability Testing  
Concept Testing  
Benchmarking + UX Metrics  
Contextual Inquiry  
Journey Mapping  
Empathy Mapping  
Persona Building  
Design Thinking Workshops

### TOOLS

**Research + Ops:** UserZoom, Qualtrics, TypeForm, Calendly, MailChimp, DeDoose, Atlas.ti, Otter, Camtasia, ClipChamp, Invision, User Interviews  
**Project Management:** JIRA, Azure DevOps, Monday.com, Todoist  
**Collaboration:** Confluence, SharePoint, MS Teams, Slack, Miro