SEATTLE, WA
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paigenuzzo@gmail.com | www.paigenuzzolillo.com | www.wetsuitweekender.com (Open Water Swimming Blog)

PAIGE NUZZOLILLO

SKILLS

User research, project management, digital communications, training, agile methodologies, basic HTML/CSS, UX design

PROGRAMS

UserZoom; Atlassian Suite (JIRA, Confluence, HipChat, JIRA Portfolio); Sketch; Invision; Dedoose; Camtasia; SurveyMonkey; TypeForm; Calendly; MailChimp

CERTIFICATIONS

Scrum Master Certified, ACP-300 (Agile Development with JIRA Software, Atlassian), Atlassian Accredited Operations Professional, Atlassian Accredited Sales Professional

EXPERIENCE

Senior UX Researcher — *Delta Dental of Washington, Seattle*

AUGUST 2018 - PRESENT

- Own and manage full UX research lifecycle and process for first official product team at DDWA, first official UX hire at the company
- Responsible for discovery research and validation testing within product development lifecycle
- Wireframing for UserZoom tests, coordination with UX Designer on assets for testing
- Stakeholder discovery, study plan and instrument development, user recruitment/screening, data collection and analysis, presentation/reporting of findings to product/dev team and stakeholders
- Responsible for building recruitment and marketing strategies, panel management and communications for four customer groups
- Developed and managed first company-wide Innovative Services newsletter
- Created and developed "Interviewing 101" training for internal employees
- Product Owner/User Story training facilitation with development team in Cork, Ireland
- "What is UX Research?" training facilitation at Fred Hutch
- Development of research deliverables - quick "feature snapshot" infographics for development team, reports, presentations and personas
- Evaluation of research operations, qualitative data analysis, Voice of Customer and UX testing tools

UX Researcher & Designer — *Freelance, Seattle*

APRIL 2018 - PRESENT

- Competitive analysis & discovery research
- Information architecture, card sorting, content analysis and strategy
- Copywriting and copyediting for the web
- UX research analysis: affinity mapping, empathy mapping, user journey mapping
- Visual design, wireframing and hi-fi prototyping for new product conceptualization

Project Manager & Lead Product Trainer — *Brikit, Remote/Seattle*

OCTOBER 2016 - MARCH 2018

- Developed 16-week, 2 part "User Champion and Content Strategist" platform training curriculum with Founder/CEO (lessons on information architecture, content strategy, visual design, software functionality, etc.)
- Executed 16-week training with 2 clients, executed 8-week program with 3 clients
- Led full training program internally for iteration and onboarding purposes
- Developed client training videos with Camtasia
- Evaluated PM tools for company adoption, launched JIRA Portfolio for project management within company, trained Project Owners on software functionality
- Provided customer support team oversight, led weekly standups, initiated process improvements
- Wrote documentation for product development and internal project management processes
- Involved in strategy for a variety of internal projects including information architecture, product support, training, client services, internal systems, Atlassian Partner accreditations and certifications

Consultant, Project Manager — *Beyondsoft (Microsoft client), Seattle*

MAY 2016 - OCTOBER 2016

- Contract role with Microsoft client for BizSpark Plus program (Marketing team)
- Managed complex data cleanup project- provided weekly status reports; ongoing assessments of risks, dependencies, scope changes and timeline
- Communicated project status and needs on a regular basis to key stakeholders from engineering, business development and marketing departments
- Aggregated data from multiple sources into one reporting environment using Excel and proprietary databases
- Wrote process documentation for training stakeholders involved with data management

Junior Product Manager — *Thrillist Media Group (JackThreads, Thrillist, Supercompressor), New York City*

FEBRUARY 2015 - APRIL 2016

- Managed JIRA boards for front-end team, ticketed new features with proper GA and visual specs for developers
- Led team in scrum rituals including daily standup, sprint planning, backlog grooming and retrospectives
- Coordinated QA process with UX/visual design, analytics, engineering, and product management teams
- Triaged priorities with Senior Product Manager, Head of Front-End Engineering and Head of Product
- Managed releases with Lead Developer through GitHub and JIRA
- Provided UX recommendations to designers and Senior Product Manager
- Updated regression scripts based on new feature releases, conducted tests to discover bugs and coordinated resolution among teams
- Developed front-end Product Development and QA Process documentation for internal stakeholders and development team
- Coded event emails in HTML with events team and sales designers

Digital Communications Coordinator — *Juvenile Diabetes Research Foundation (JDRF), New York City*

MARCH 2014 - FEBRUARY 2015

- Organized, monitored and created engaging content for JDRF company intranet
- Conducted internal trainings on intranet functionality
- Assisted with JDRF.org content creation, editing and monitoring
- Prepared and distributed email communication to over 300,000 JDRF constituents via BlueHornet HighRoad email marketing system
- Maintained and updated audience segments for email marketing system
- Managed info@jdrf.org public information box and 1-800-533-CURE
- Developed and implemented plan for reorganizing JDRF Contact Us page with interdepartmental form, coordinated development with Lead Developer
- Managed and updated FAQ page on JDRF.org

Marketing Assistant — *Yelp, Hartford CT & Brooklyn, New York*

OCTOBER 2012 - MARCH 2014

- Planned 15 Yelp Elite events at local businesses with Yelp Community Manager
- Managed Yelp marketing table and outreach at community events, promoted Yelp weekly newsletter and increased signups
- Wrote original content for Yelp NYC Twitter and Facebook pages
- Developed content (copywriting, imagery) for 382 events on Yelp.com event calendar
- Conducted on-site interviews with key event organizers and wrote post-event recaps for Yelp.com NYC Tumblr Blog

Researcher & Project Coordinator — *Institute for Community Research, Hartford, Connecticut*

JULY 2008 - MARCH 2013

- Taught ethnographic research methodologies including card sorting, 1:1 interviews, surveys and focus groups to teen researchers in Participatory Action Research programs
- Assisted with qualitative and quantitative data collection for public health research study on female condom accessibility and availability, funded by National Institutes of Health (NIH)
- Collected data on condom availability at various retail, non-profit and healthcare locations via field surveys
- Conducted in-depth interviews in Spanish and English with study participants
- Transcribed interviews, coded data for themes and entered data in Atlas.ti system
- Participated in Institutional Review Board (IRB) for ethics review of studies involving sensitive data and human subjects

EDUCATION

School of Visual Concepts — *UX Certificate Program Mentor*

JULY 2019 - PRESENT

Hexagon UX, Seattle — *Hexagon Mentorship Program*

MAY 2018 - AUGUST 2018

Mentorship program on UX research and design with Senior UX professional; met weekly to discuss UX process, share resources and review portfolio development

School of Visual Concepts, Seattle — *Visual Design for UX*

FEBRUARY 2018 - MARCH 2018

Weekly course involved lessons on UX process, Gestalt principles, layouts and grids, color, photography, typography, wireframing, prototyping, style guides

Course included a final product which can be viewed at www.paigenuzzolillo.com (NOMADS)

General Assembly, New York City — *Front-End Web Development*

JANUARY 2015 - MARCH 2015

Weekly course included basics on web development (HTML, CSS, Javascript/jQuery) and a final project

University of Connecticut, Storrs — *Anthropology B.A., English Minor*

SEPTEMBER 2006 - MAY 2010

GPA 3.93, Summa Cum Laude and Honors Scholar, UCONN Outdoors member and America Reads volunteer at local magnet school; conducted primary research for honors thesis, published on UConn Digital Commons

University of Alicante, Spain — *CIEE Spanish Language Immersion Program*

JANUARY 2009 - JULY 2009