

# First Last

## UX Researcher

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UX researcher with 10 years of experience enhancing user experience via collaboration, strategic thinking, and design method. Key achievement: enforced consistency in developing research plans and schedules by setting best practices through 25+ internal company guidebooks.

### RELEVANT WORK EXPERIENCE

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#### Resume Worded, New York, NY

2015 – Present

##### UX Researcher

- Created story maps to identify key points where 5500+ customers make key decisions about a purchase and their interaction with RW's brand.
- Discovered immediate research needs through heuristic evaluations & assessments, leading to 460+ bug fixes and 70% improvements in UX/UI.
- Spearheaded workshop sessions on empathy mapping, ideation, affinity diagramming, dotmocracy, and participatory design for 65+ end-users, 200+ stakeholders, and 24+ executives.
- Conducted 110+ research studies using in-person and remote interviews over 12 months, leading to an 89% user base expansion.

#### Growths, San Francisco, CA

2013 – 2015

##### UX Research Associate

- Assisted in researching and designing 30+ projects that helped the company win 84% of the client market in Q1-Q3 2014.
- Designed user observance studies to provide 1250+ customers with 12+ products that meet their preferences and requirements.
- Collaborated with a 15-member UX team to create personas, scenarios, user journeys, story maps, and user flows in the first week of employment.
- Targeted clients by observing user studies and translating research findings into insights that helped grow Growths customer base by 73%.

#### Resume Worded Exciting Company, San Francisco, CA

2011 – 2013

##### Creative Graphic Designer

- Developed innovative strategies to supplement branding campaigns by launching 33+ brands to target 1500+ high-net-worth customers.
- Integrated effective and colorful layout designs into promotional materials by creating key visuals across 45+ campaigns.
- Designed 28+ web banners, 90+ infographics, and 130 digital ads that boosted RWEC's brand awareness via social media to 50K followers.

### EDUCATION

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#### Resume Worded University, New York, NY

2011

Bachelor of Science — Interaction Design

### SKILLS

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**Technical Skills:** Prototyping (Advanced), Wireframing (Experienced), Journey Mapping, Usability Testing

**Languages:** English (Native), German (Fluent), French (Conversational)