

Mary Brown

Senior UX Researcher

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Portfolio available on request

Compassionate and nimble researcher with 6 years of experience in agency and enterprise environments. Eager to work with highly collaborative teams that prioritize keeping the user at the forefront of product and design decisions.

EXPERIENCE

Senior UX Researcher • LinkedIn

August 2022 - February 2024 (*End of contract*)

Helping product and design teams reduce risk and deliver member value for several teams within the Create and Engage pillars through a mix of qualitative and quantitative research initiatives. Highlights include:

- Informing key design decisions for the latest Feed re-design through a multi-quarter research program; re-design is projected to lead to 3% increase in Feed views and 0.75% increase in revenue
- Led formative and evaluative studies on LinkedIn's first generative AI solution for Creators; guided the team to prioritize features solving the top unmet JTBD and identified critical usability issues in MVP affecting repeat usage

Senior UX Researcher • Klarna

April 2022 - May 2022 (*Impacted by layoffs*)

- Led user research for the Payment Methods domain focused on strategic product and growth initiatives in US markets
- Coached and consulted designers and PMs to help them conduct their own tactical research initiatives

Senior UX Researcher • EmployBridge

November 2020- April 2022

- As EmployBridge's first UX researcher, I laid the foundations of the UX research practice. This involved building a research repository and taxonomy to easily distill insights to stakeholders, creating a framework to document and prioritize product's research questions to inform our opportunity backlog and roadmap, and training and mentoring two additional UX researchers as the team grew.
- Led extensive foundational research to create the company's first set of user archetypes and journey maps which helped product and design teams understand our targets audiences and uncovered several business & operational opportunities to improve the candidate and recruiter experience.
- Conducted a mixed methods study to identify the biggest opportunities for automation in our internal tools, systems & processes that revealed a \$55M operational cost savings opportunity

Senior UX Strategist • Eight Bit Studios

October 2017 - November 2020

- As a strategist, my multifaceted role involved facilitating stakeholder workshops to define their product goals, uncovering user insights and needs through generative and evaluative research, and ideating solutions in close collaboration with Product Design.
- Informed the 2020 product roadmap and member enrollment strategy for MDRT, a professional association for insurance brokers, through stakeholder workshops and foundational research activities
- Led participatory design workshops, contextual inquiry exercises, and in-person usability testing to inform the roadmap and design of EdNavigator's custom CRM platform, leading to a 25% reduction in time spent on repetitive admin tasks

EDUCATION

UX Design Immersive

DESIGNATION
2017

BA - Economics & Environmental Studies

Bucknell University
2010

RELEVANT SKILLS

- Research Planning
- Workshop Facilitation
- Analysis & Synthesis
- Generative Interviews
- Contextual Inquiry
- Unmoderated methods
- Diary Studies
- Survey Design
- Card Sorting
- Concept Testing
- Usability Testing
- Competitive Analysis
- Interaction Design
- Product Strategy Influence

TOOLS

- UserZoom
- User Interviews
- Dscout
- Lookback
- Maze
- Dovetail
- Airtable
- Miro
- Qualtrics
- Figma
- Confluence