# Tiffany Aiken

User Experience Researcher, Interaction Designer, Information Architect

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## Profile

User Experience professional with an MS in Information Architecture and Interaction Design with 6+ years of experience. Experience working for a technology startup in the Bay Area and multiple Fortune 100 companies across a wide range of industries.

## Work Experience

**AnswerLab - Senior UX Researcher**
02.2018 – Present

Design and conduct user experience research projects using mixed research methodologies for some of the world's largest and most innovative technology companies, in a wide variety of industries such as technology, finance, healthcare, pharmaceuticals, retail, e-commerce, SaaS, and more.

**Springboard- UX Design Career Track Mentor**
06.2018 – Present

Through weekly phone calls and emails, I provide ongoing mentorship to Springboard students who are transitioning into UX careers.

**Overstock.com - Senior Design Researcher**
08.2016 – 12.2017

Responsible for UX research strategy and coordinated across all product teams to define needs, strategy, and successes. Trained all UX Designers and Product Managers on mixed research methods, including usability testing, eye tracking, ethnographies, diary studies, and more.

Supported UX design and visual design efforts as well as product decisions in a new series of solutions in. each product area including the AR space. Proactively turned open questions and curiosities into formal research plans using appropriate methods to gain meaningful insights.

Shared research results across the organization to generate empathy, emotion and engagement.

Built an on-site user experience research lab from the ground-up; overseeing the design of the lab, conducting research and adding research equipment as needed, recruiting for onsite participants, and moderating research sessions for each product team.

**UserTesting - User Experience Researcher, Lead Small Business Researcher**
04.2014 – 05.2016

Scoped UX studies from start to finish; identified project objectives, developed screeners and test plans, monitored recruitment and data collection, analyzed user data, and created and presented reports to stakeholders.

Led more than 30 trainings on research methodologies and best uses of the UserTesting platform for both clients and colleagues..

Contributed to the UserTesting blog, and worked with universities as part of the University Partnerships program.

Implemented various research methodologies on a monthly basis: unmoderated, moderated, longitudinal, preference, benchmarking, mobile, card sorting, and tree tests.

Worked with 200+ clients ranging in size from a handful of employees to Fortune 500 companies across many industries.

Managed all of the research projects for small business clients with a 100% contract renewal rate.

**University of Baltimore UX Research Lab – Graduate Assistant**
01.2013 – 07.2013

Educated students, faculty and private renters on the University's eye-tracking lab and usability equipment to enable the lab's use for class projects, as well as student and consumer research.

## Education

**University of Baltimore - Master of Science in Information Architecture and Interaction Design**
08.2012 – 05.2014

**University of Nevada Las Vegas - Graduate Certificate in Management Information Systems**
01.2012 - 05.2012

**University of Utah – Bachelor of English and Psychology**
08.2004 - 05.2008

## Skills

Software     Axure, Balsamiq, InVision, Camtasia, Morae, HTML, CSS3, UserTesting, Optimal Workshop, HotJar, Google Analytics, Qualtrics, Sketch, Ghostlab, Zoom, Tobii, dscout

Design       Wireframe lo/hi-fidelity mockups, personas, task flows, storyboarding, sprints, workshopping

Methods      Interviews, surveys, field studies, heuristic reviews, competitor analysis, focus groups, remote and in-person usability testing, moderated and unmoderated usability testing, diary studies, longitudinal studies, tree testing, card sorting, eye tracking, contextual inquiries, ethnographies, Wizard of Oz testing