

Alesha Arp

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Principal UX Researcher | AI Strategist

Energizes teams, drives strategy, impacts growth

Summary: Senior UX research a leader: Mobilizes cross-functional teams with a "let's go" attitude and drives initiatives forward. Builds consensus around decisions, balancing strategic objectives with customer needs. Owns end-to-end research to deliver immediately actionable insights and future-forward planning. Collaborates and mentors with compassion and pragmatism.

Skills:

- Qualitative & quantitative UX research
- Strategy, prioritization, execution
- Collaboration, consensus building
- Alignment, objectives, customer needs
- Cross-functional approach
- Leadership, projects, people, teams
- Digital, physical, service, AI, solutions
- Mixed methods, OKRs, KPIs
- Teamwork, mentorship, loyalty, grit

Experience & Impact:

Principal UX Researcher

Hoag Digital • B2C healthcare tech startup within a 70 yo. institution

August 2023 - Present

Partnered with design, product and engineering leaders to define roadmaps for multiple digital solutions that enhance the delivery of healthcare services. Planned, executed, and synthesized evaluative and foundational research within several healthcare specialties resulting in high-confidence decisions & executive commitment.

- **Accelerated research velocity reducing time to insights by 33%**, by implementing knowledge management and employing generative AI
- **Streamlined decision-making, reduced design effort, moved concepts into development 20% faster**
- **Raised stakeholder confidence** by triangulating quantitative analysis with targeted qualitative discovery
- **Fast-tracked research planning and expanded discovery** through optimized AI prompt writing and tuning
- **Paved the runway to AI integration** by drafting a **responsible AI strategy** encompassing model interpretability, data privacy & governance, regulatory compliance and ethics
- **Decreased development efforts** through component reuse by improving interdisciplinary cooperation

Manager of Product Design Research | UX Research

Brightcove • B2E video streaming technology

September 2022 - May 2023

Led qualitative and quantitative research team translating global customers' needs (NA, EMEA, and APAC) into business objectives across diverse industries (government, medical, media & entertainment, education, managed consulting, and hospitality). Partnered with product, design, engineering and leadership teammates to drive initiatives to completion.

- **Leveled up team members L1 to L3 in 6-months** with compassionate mentorship and candid feedback
- **Increased participation by 65%** by restructuring research program with attention to customer benefits
- **Cut \$.5M in agency fees** by increasing team's velocity and moving all foundational discovery in-house
- **Reduced costly project-team meetings by 50%** through research ops and asynchronous collaboration
- **De-siloed project-specific insights and departmentalized institutional knowledge in 9-months** by building a knowledge base, facilitating cross-departmental workshops, and showcasing key learnings org-wide
- **Contributed to 30% reduction in code redundancy** by identifying common functions across user segments
- **Improved platform analytics** by employing Jobs to Be Done (JTBD) to identify key platform interactions
- **Increased confidence in product decisions** by integrating Voice of Customer (VoC) into PRD (product requirements documentation) and SoS (scrum of scrum) collaborations

Senior User Experience Researcher

COMPASS • B2C real estate technology & service design

April 2021 - August 2022

Owned end-to-end research resulting in expanded and new opportunities, including a new service line revenue stream and replacement of a costly acquisition model with an API integration model. Aligned strategies with rapidly evolving customer needs in a dynamic market. Led programs and projects via cross-departmental collaboration

- **Reduced time to insights by 20%** by conducting compelling ethnographic research in multiple territories
- **Trimmed service workflows by 15%** using JTBD framework to identify incomplete platform flows
- **Increased application of research insights by 33%** through triangulation of qualitative & quantitative data shared through storytelling supported by clear visualizations (journey maps, diagrams, and data models)
- **Provided clarity for roadmap prioritization and resource allocation** through a data model layered into JTBD
- **Scaled UX research capacity by 16%** through rolling-research and democratized research programs
- **Moved 3 stalled projects to completion** by mentoring teams in project execution and effective collaboration
- **Discovered key to low adoption of an AI-enhanced product**, engaged cross-departmental teams to remedy
- **Decreased pre-release product testing time by 40%** by eliciting actionable feedback from beta customers
- **Sped-up team member and customer on-boarding** by developing a “walk-the-platform” program

Senior User Experience Researcher | Customer Experience Strategist

MIND Research Institute • B2B & B2C neuroscience-based educational technology

October 2017 - April 2021

Built UX research practice into a 20 yo. organization. Led the platform redesign and subsequent nationwide launch. Partnered with divisional VPs to define and implement an organization-wide customer experience (CX) strategy.

- **Enabled complete redesign in 22 months** by implementing research-informed rapid iteration and close collaboration. Included information architecture, data structures & visualizations, interactive game environment, educator interface
- **Drove 30% increase in program efficacy** by designing clear actionable data displays across education hierarchy
- **Increased educator usage by over 70%** by making data understandable from student through district levels
- **Gave students agency over their success** by redesigning feedback and achievement interfaces
- **Prioritized development scope and sequence** with usage maturity matrix backed by rigorous research
- **Reduced support calls 10% and improved territory coverage 15%** through CX gap analysis and process optimization

Senior User Experience Researcher | Design Strategist

Taylor Design • B2C architectural design firm

August 2016 – October 2017

Moved team from budget-heavy methodologies to quicker studies supported by secondary research and data analysis

- **Increased adoption of research and design strategy by 80%** by aligning methods to business objectives
- **Expanded client portfolio to a new & growing market** by conducting research resulting in informed RFP responses
- **Brokered higher space allocation and client spend on 3 of 5 projects** by identifying operating cost and higher customer throughput opportunities by translating occupant workflows to efficient built space design
- **Prioritized diverse, and sometimes competing, stakeholder needs** including medical practitioners & patients, facilities managers, lab research & science teams, higher education faculty & students, board members & donors, via research

UX Researcher

DealerSocket • B2C SAAS, automotive sales industry

February 2015 – April 2016

Introduced UX research into an engineering-centered design and development team. Moved fast without breaking things

- **Enabled confident decision making, feature prioritization, and backlog stack ranking** with research insights
- **Increased platform usage across segments by 10-45%** with redesigned interface, sensemaking information architecture, and improved data visualization creating actionability from sales floor to dealership executive office

User Experience Analyst

Global Conductor • B2E management consulting firm

January 2011 – January 2015

Working in the consultancy, OKRs started to falter, recognized disjointed paths to shared goals, conducted research to discover root causes, mapped workflows, aligned on goals, led org-wide process optimization, led change management

- **Accelerated growth resulting in listing on Inc 5000** by aligning service delivery to business goals via UX research
- **Fostered collaboration, achieved consensus among discordant executives** through diplomatic workshop facilitation

Education:

MS Library & Information Science, Kent State University Specialization: Information Architecture, Knowledge Management and User Experience Research & Design

Management Development for Entrepreneurs (MDE) certification, UCLA Anderson School accelerated MBA concepts

Bachelor of Arts, San Diego State University