

Alesha Arp

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SUMMARY: UX Research leader of programs, initiatives, teams and people. Delivers insight-driven impact to strategic business initiatives, roadmaps, product design, process development, service delivery and revenue

PROFESSIONAL EXPERIENCE:

Brightcove (video streaming technology)

September 2022 - May 2023

Manager of Product Design Research | UX Research

Roadmap Alignment

- Tightly aligned the UX Research practice to the product roadmap, yielded just-in-time impact
- Increased team's velocity from supporting just 2 to 12 platform modules without increasing headcount
- Moved project tracking into Jira and Confluence to ladder up to organizational high priority initiatives
- Introduced Voice of the Customer to PRD (product requirements documentation) and SoS (scrum of scrum) collaborations
- Worked with product managers to establish interaction tracking in Tableau to Gainsight PX migration

Knowledge Management

- Built a company-wide knowledge base, located and organized all research documentation into a reusable repository cataloged by component (evergreen) vs. project name
- Developed an easy-to-follow governance process to inform research and design with durable insights, increased the long-term impact of discovery, made repository easy-to-maintain

Customer (user) Engagement

- Turned a research lens on waning Design Partner Program (regular recurring research sessions with select customers) and revamped the entire program, including research ops, inside of one quarter
- Established and implemented research recruitment criteria and collaborated with sales and support teammates to fit recruitment into their workflows, brought major international accounts into participation
- Reduced the time commitment of, and increased the value for, participating customers

Research and Collaboration Processes

- Automated the research intake process, replacing costly whole-project-team meetings, with as-needed collaborations between key contributors. Employed RACI to ensure cross-functional engagement
- Implemented asynchronous insights reviews, reduced time spent in large meetings, made way for focused, more productive project collaboration between key contributors
- Creatively coordinated research schedule to include EMEA and APAC along with NA participants

Management / Team Leadership

- Lead the team to rapidly level up skills from simple concept testing to more extensive evaluative discovery and foundational discovery
- Enabled the move of all foundational discovery in-house saving \$.5M in retained agency fees
- Through coaching, modeling, and guided co-working sessions, moved team of junior researchers from simply generating project and product specific findings to synthesizing impactful, durable, insights
- Taught team to triangulate qualitative and quantitative findings for validation and confidence
- Recognized by product, engineering, design, management and senior leadership for building the skills, confidence, morale, and visibility of the entire team

COMPASS (real estate technology)

April 2021 - August 2022

Senior User Experience Researcher, Program and Project Lead

- Planned and executed foundational research to inform roadmaps, product design and service delivery
- Identified opportunities for additional revenue streams and provided insights to build them. Helped replace costly acquisition model with API integration model through triangulated qual & quant data
- Lead end-to-end client workflow mapping using jobs to be done (JTBD) framework, resulting in a data model used for product and service roadmap prioritization, planning and resource allocation
- Enhanced pre-release product testing to yield more actionable feedback in advance of general release
- Scaled UX research capacity through rolling-research and democratized research programs
- Mentored design and research team members in project execution, time management, effective collaboration and stakeholder communication
- Designed and piloted walk-the-floor program for internal and external use

MIND Research Institute (neuroscience-based educational technology) October 2017 - April 2021

Senior User Experience Researcher, Customer Experience Strategist

- Managed and executed UX research for edtech platform, and new digital and physical products
- Developed usage maturity matrix used to prioritize development scope and sequence
- Redefined metrics for program implementation and success in collaboration with data science team
- Conducted customer experience (CX) strategy gap analysis to identify "as is" and define "to be" state

Taylor Design (architectural design firm)

August 2016 – October 2017

Senior User Experience Researcher, Design Strategist

- Planned and lead research and strategy to improve service delivery and expand market capture
- Tailored strategic design and UX research projects to fit within tight constraints, timelines, and budgets

DealerSocket (automotive sales technology)

February 2015 – April 2016

UX Researcher

- Planned and conducted UX research aligned to product, design, and agile development timelines
- Provided insights that influenced feature prioritization and backlog stack-ranking
- Redesigned the information architecture of the platform to better support intertwined user workflows

Global Conductor (management consulting firm)

January 2011 – January 2015

User Experience Analyst

- Conducted user research to align service delivery to business goals

EDUCATION: MS Library and Information Science, Kent State University

Specialization: Information Architecture, Knowledge Management and User Experience Research & Design

TOOLS: Figma, Adobe Creative Suite, Sketch, Axure, Balsamiq, Confluence, Jira, Zendesk, Mouseflow, Fullstory, Visio, Tableau, Gainsight, Mural, Miro, Monday, Trello, Airtable, MS Project, Optimal Workshop Suite

METHODS: In-Depth Interviews, Moderated & Unmoderated Usability Studies, Ethnographic & Contextual Research, Qualitative & Quantitative Analysis, Heuristic Evaluation, Journey & Workflow Mapping, Customer Experience Analysis, Workshop Design & Facilitation, Actionable Survey Execution, Diary Studies, Information Architecture, Knowledge Management Systems, Content Strategy and Governance, Usage Maturity Matrices, Personas & Archetypes, Concepting, Feature & Function Planning & Prioritization