

Alesha Arp

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SUMMARY: Senior IC and Leader of UX Research projects and teams who delivers insights-driven impact to strategic initiatives, complex systems, and integrated processes. Leads end-to-end qualitative and quantitative projects for product and service success. Navigates complex landscapes and provides strategic intelligence. Collaborates across disciplines to achieve implementable solutions. Excels in delivering high-caliber research to inform decisions within start-up, growth, and mature enterprises.

PROFESSIONAL EXPERIENCE:

Hoag Digital (healthcare technology)

August 2023 - Present

Principal UX Researcher

- Lead end-to-end foundational and evaluative research initiatives to identify attach drivers, and provide strategic direction across the organization's digital and healthcare offerings. Utilize quantitative data to inform research direction, and to further support qualitative insights.
- Employ generative AI tools and skilled prompt writing and prompt tuning to scale and speed up discovery. Test available AI solutions for efficacy, ensuring highly sensitive data is protected.
- Lead secondary analysis in healthcare technology and patient / provider experiences, utilizing academic and industry resources to inform strategy and cross-check learnings
- Collaborate with and mentor cross-functional teammates to bridge gaps across disciplines and move initiatives through the pipeline. Broker solutions which utilize our limited resources effectively and build camaraderie
- Partner with executive, product, and engineering leaders to design and implement simple processes which place actionable insights at the fingertips of these teammates

Brightcove (video streaming technology)

September 2022 - May 2023

Manager of Product Design Research | UX Research

- Introduced new research methods and practices designed to support development of advanced video communications technologies, and eliminated code redundancy by identifying existing parallels in disparate customer workflows across varied user segments
- Partnered with AI and Data Teams and Research Scientists working to level up the entire product suite to meet rapidly growing market demands.
- Partnered with Product, Design, Engineering and Leadership teammates to drive initiatives through to completion
- Led research and developed human-centered research processes in collaboration with cross-functional project teams and customers to understand contexts and yield actionable insights
- Determined, planned, conducted, and analyzed research studies employing qualitative and quantitative research methods to understand and communicate the needs, business & project goals, and behaviors of global customers (NA, EMEA and APAC) in varied industries including government, pharmaceutical & medical devices, media & broadcasting, sports & entertainment, education & training, managed consulting and hospitality
- Automated research processes replacing costly whole-project-team meetings, with as-needed collaborations between key contributors. Employed RACI to ensure cross-functional engagement
- Managed team of junior researchers and led them to rapidly level up skills from basic concept testing to extensive evaluative and foundational discovery.
- Increased team's velocity without increasing headcount and moved all foundational discovery in-house saving \$.5M in retained agency fees. Developed and iterated on training materials.
- 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, tightly aligned research to the product roadmap, yielded just-in-time impact
- Built a company-wide knowledge base, located and organized all research documentation into a reusable repository to employ durable insights. Increased the long-term impact of discovery and collaborated with product managers to establish interaction tracking during Tableau to Gainsight PX migration

- 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

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. Collaborated with Product, Design, Engineering, Sales, Marketing, Support, Customer Success and Leadership teammates to identify and meet customer needs in a rapidly changing market.
- Triangulated qualitative & quantitative data which resulted in actionable insights and recommendations.
- Identified opportunities for additional revenue stream and the insights needed to build it and the replacement of a costly acquisition model with an API integration model
- Communicated concepts and ideas through storytelling and clear visualizations including journey maps, workflows, JTBD diagram & data model. Designed and piloted walk-the-platform training program for internal and external use
- 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 designers and researchers in project execution, time management, effective collaboration and stakeholder communication

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
- Collaborated with mathematicians, data scientists and research & development scientists to test new technologies focused on making mathematics easily learned, understood and enjoyed by K-12 students
- Partnered with Product, Design, Engineering and Leadership teams to redesign entire platform onto new tech stack
- 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
- Wrote blog posts, and participated in podcasts for organizational outreach and education. Contributed research findings to white papers and other donor and public facing publications.
- Traveled to schools, conferences, donor events, and national meetings for research and to represent the organization

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
- Conducted research with medical practitioners & patients, facilities & operations managers, researchers & scientists, higher education teams, and end users to ensure built spaces were designed to meet the often competing and always specialized needs of these populations
- Tailored strategic design and UX research projects to fit within tight constraints, timelines, and budgets. Traveled up and down the state of California to conduct field research at functioning, under-construction and future built sites

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. Traveled throughout the US for ethnographic studies.
- Redesigned the information architecture of the platform to better support intertwined user workflows
- Provided direction and easy decision making for end-to-end platform redesign. Identified unmet needs resulting in product expansion

Global Conductor (management consulting firm)

January 2011 – January 2015

User Experience Analyst

- Conducted user research to align service delivery to business goals, resulted in company listed on Inc 5000

EDUCATION: MS Library and Information Science, Kent State University

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

Management Development for Entrepreneurs (MDE), UCLA Anderson School (6-month accelerated MBA concepts)

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, Jobs-to-be-Done, Data Modeling, 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, Prototype & Concept Testing, Feature & Function Planning & Prioritization, Secondary Research

Skills & Tools to be read by AI, ATS, and other automated systems:

Skills:

Actionable Insights, Action-based Findings, Action-based Insights, Agile, Agile Methodologies, Agile Teams, AI, AI Prompt Writing, Analogous Research, Analysis, Archetype Development, Archetypes, Artificial Intelligence, Build Consensus, Business Acumen, Business Development, Business Drivers, Business Insights, Card Sorting, ChalkMark, Change Management, Coaching, Collaboration, Communication, Consensus Building, Concept Development, Concept Generation, Concept Validation, Concepting, Content Governance, Content Strategy, Contextual Observation, Contextual Research, Critical Thinking, Cross-Functional Collaboration, Customer Experience, Customer Experience Analysis, Customer Experience Design, Customer Experience Mapping, Customer Experience Research, Customer Experience Strategy, Customer Journey Mapping, Customer Journeys, CX, CX Design, CX Mapping, CX Research, CX Strategy, Data Analysis, Data Queries, Data Visualization, Decision Making, Deliverables, Design Insights, Design Research, Design Strategy, Design Systems, Design Thinking, Diary Studies, Discovery, Durable Insights, Documentation, Ethnographic Research, Ethnography, Evaluation, Evaluative Research, Executive Stakeholder Presentations, Experience Design, Experience Mapping, Experience Research, Facilitation, Feature Prioritization, Field Research, Findings, Foundational Discovery, Foundational Research, Frameworks, Function Prioritization, Gap Analysis, Generative AI, HCI, Heuristic Evaluation, Human Computer Interaction, Human-centered Design, Human-centered Research, IA, IDIs, Impact, In-Depth Interviews, Information Architecture, Innovation, Insights, Interaction Design, Interaction Design Research, Journey Mapping, Journeys, Just-in-Time Discovery, Just-in-Time Research, Kanban, Kano Modeling, Key Performance Indicators, Knowledge Base, Knowledge Management, Knowledge Management Systems, KPIs, Lead, Leadership, Measure, Measurement, Management, Mentoring, Mixed Methods, Mixed Methodologies, Moderated Usability Studies, Negotiation, Objectives and Key Results, OKRs, Onsite Research, OptimalSort, Organization, Organizational Change, Organizational Change Management, Outcomes, Participant Recruiting, People Lead, People Manager, Persona Development, Personas, Presentation Skills, Presentations, Problem Definition, Problem Solving, Process Development, Process Execution, Process Implementation, Process Optimization, Product Design, Product Design Research, Product Evaluation, Product Insights, Product Positioning, Product Prioritization, Product Requirements, Product Requirements Documentation, Product Research, Product Roadmapping, Product Roadmaps, Product Strategy, Product Vision, Project Coordination, Project Lead, Project Management, Prompt Writing, Public Speaking, Qualitative Analysis, Qualitative Data, Quantitative Research, Queries, Recruiting, Remote Research, Requirements Analysis, Research Analysis, Research Frameworks, Research Methodologies, Research Plan, Research Planning, Research Roadmaps, Research Synthesis, Roadmapping, Roadmaps, Scale Research, Scaleable Research, Screeners, Secondary Research, Service Design, Service Design Research, Sketching, Soft Skills, Stakeholder Management, Stakeholder Visioning, Storytelling, Story Writing, Strategic Insights, Strategic Planning, Strategic Thinking, Structure Development, Survey Analysis, Survey Writing, Synthesis, Systems Design, Team Building, Team Lead, Teamwork, Time Management, Tree-Testing, TreeJack, Triangulation, UI Design, Unmoderated Usability Studies, Usability Studies, Usage Data, Usage Maturity Matrices, User Experience Design, User Experience Research, User Interface Design, User Flows, User Research, User Workflows, User-centered Research, UX Design, UX Research, Verbal Communication, Vision, Visioning Sessions, Volunteering, Wireframes, Wireframing, Workflows, Workflow Mapping, Workshop Design, Workshop Facilitation, Workshops, Writing, Written Documentation, Written Communication

Tools:

Adobe Acrobat, Adobe Creative Suite, Aha!, Airtable, Axure, Balsamiq, Chalkmark, ChatGPT, Coda, Confluence, Discord, Ethnio, Excel, FigJam, Figma, Fullstory, Gainsight, Google Analytics, Google Docs, Google Drive, Google Forms, Google Meet, Google Sheets, Google Slides, Google Workplace, HotJar, Illustrator, Jira, Looker, Lucidchart, Marvel, Microsoft Excel, Microsoft Office, Microsoft Project, Microsoft Publisher, Microsoft Teams, Microsoft Word, Miro, Monday, Monday.com, Mouseflow, Mural, NetSuite, OptimalSort, Optimal Workshop Suite, Outlook, Photoshop, PowerPoint, Productboard, Publisher, Qualtrics, Sketch, Slack, SurveyMonkey, Tableau, Teams, Treejack, Trello, UserTesting, UserZoom, Visio, Word, Zapier, Zendesk, Zoom