# danielle joi françois



daniellejfrancois@gmail.com Brooklyn, New York



#### Lead UX Researcher | BrainPOP Jan 2022 - Present

- Led research for new features and updates that resulted in a 20% YoY increase in our core engagement metric, 40% YoY increase in assignment creation, and 42% YoY increase in student activity submissions.
- Leveraged market and meta analysis to shape the product roadmap during quarterly/annual planning with executive leadership, informing strategic bets on improving the browse experience for teachers.
- Established and scaled two research operations, Rapid Research for quick product iteration and Research Enablement which democratized research and elevated our role across the product organization.
- Developed best practices for integrating AI tools into research operations, leveraging resources to boost efficiency with human-inthe-loop QA and governance mechanisms.
- Coached product teams to conduct lightweight research through workshops, office hours, templates, and review gates.
- Collaborated with product and marketing teams to prioritize, plan, and execute research projects that aligned with business goals.
- Advocated for new research tools that expanded the team's output, visibility, and impact across the organization.
- Drove full-funnel research using diverse methodologies, including contextual inquiry surveys, jobs-to-be-done, diary studies, participatory design, usability testing, and more.

## UX Research Manager | HOMER Mar 2020 - Jan 2022

- · Led user research that informed the development of Direct-To-Content and My Daily Plays—features that streamlined content discovery, boosted repeat engagement, and drove a sustained 5% lift in a key usage metric.
- · Spearheaded operational research that led to the creation of a parent-focused product squad and the successful launch of Activity Insights, increasing parent value and improving Convert-to-Pay rates.
- · Collaborated with the Data team to implement a mixed-methods research framework and establish a centralized, searchable repository for insights—enhancing organizational knowledge-sharing.
- Managed the research team, overseeing hiring, operational workflows, and tool implementation to scale research impact and support cross-functional alignment.

### UX Researcher | Urban FT Apr 2019 - Nov 2019

- Led accessibility initiatives for web and mobile, ensuring compliance with WCAG standards, managing QA processes, and driving education across teams to embed accessibility best practices.
- Partnered with clients and executive leadership to align research with business objectives, prioritize findings, and deliver actionable recommendations that influenced product strategy.
- Directed research efforts for the experience team, supporting an end-to-end digital retail banking journey and informing key design and product decisions.

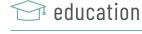


# Research Methods

Research Democratization

Rapid Research

**UX Design Immersive** Mixed Methods Generative & Evaluative Jobs-to-be-done Ethnographic Methods



**General Assembly** 

**Executive Communication** Research Ops & Scaling Mentorship & Coaching

Collaboration

Workshop Facilitation Stakeholder Management

Prioritization Frameworks

Al Tools for Research Condens, Dovetail User Interviews UserTesting, Maze Figma/FigJam Mixpanel/Amplitude

Tools

Stony Brook University Bachelor of Science, Marine Biology