

 experience**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-in-the-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.

**skills & tools****Collaboration**

Executive Communication
Research Ops & Scaling
Mentorship & Coaching
Workshop Facilitation
Stakeholder Management
Prioritization Frameworks

Tools

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

Research Methods

Mixed Methods
Generative & Evaluative
Jobs-to-be-done
Ethnographic Methods
Research Democratization
Rapid Research

**education****General Assembly**

UX Design Immersive

Stony Brook University

Bachelor of Science, Marine Biology