Jaza Samuel

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MS, Human Computer Interaction 2019
DePaul University
Chicago, IL

BFA, Industrial Design 2015
California College of the Arts
San Francisco, CA

Methods
In-depth interviews
Usability testing
Contextual inquiry
Competitive research
A11y research
Diary studies
Observational research

Heuristic evaluation
Cognitive walkthrough
Tree Testing
Card sorting
Surveys
A/B testing
Performance tracking

Journey Mapping
Co-design/co-creation
Participatory design
Pluralistic study
Service blueprints

UX Coaching
UX career coach / Built by Girls
Jan '20 - present

UX Bootcamp Co-Instructor / UC Berkeley Ext.
Mar - Aug '20

Design Coach / Stanford d.School
Jun - Aug '19

Senior User Experience Researcher / TheGuarantors
May '23 - present | NYC

Lead strategic research to support business objectives, align stakeholders and prioritize focus on key opportunity areas to improve financial products for renters and landlords.

Execute all aspects of research including defining research objectives, conducting research sessions, analyzing data and presenting deliverables.

Created and implemented Research Operations processes including repositories, best practice guidelines, and project tracking to streamline efficiency and bring visibility to research across the broader teams.

Identified recruitment channels for rolling generative research and onboarded new vendors (UserTesting.com) for evaluative methods for existing products.

User Experience Researcher / Marcus, Goldman Sachs
Sep '21 - May '23 | NYC

Led research & discovery for account opening, cross-selling and digital banking dashboard experience.

Planned strategic foundational research to inform mobile and web app strategy for all lines of businesses under Marcus (B2B and B2C) - participant recruiting, interviewing, data collection and analysis, and presentation to stakeholders and leadership.

Onboarded and worked closely with external research vendors to employ scalable research with primary user segments.

Evangelized design thinking and UX research methodologies across teams that led to the integration of journey mapping, co-design, and ecosystems thinking for product development.

User Experience Researcher / Google
Jan '20 - April '21 | Mountain View, CA & NYC

Google Maps
Led an accessibility (A11y) research program to conduct on-going interviews with participants who have visual, mobility impairments or colourblindness.

Collaborated with teams distributed globally (engineers, designers, PMs) to standardize A11y research practices and methods.

Research insights from A11y research that included users' behaviours, needs, pain-points, helped shape product strategy and educate stakeholders.

Android for Cars
Identified research goals and conducted generative and tactical studies for automotive digital experiences.

Delivered insights to cross functional stakeholders to help improve driver experience with car's infotainment systems while keeping driver safety as an utmost priority.

Designed and tested remote setups that included cluster and dashboard emulators to conduct usability research virtually.

Influenced usability improvements for information architecture and navigation for in-car cluster experience.

Developed research guidelines and test metrics for driver attention and eye movements.

User Experience Research Intern / DocuSign
Summer '18 | Chicago, IL

Planned, conducted and analyzed 30 in-depth stakeholder interviews - created, communicated, and tested customer journeys that uncovered areas of opportunity for internal processes.