Jaza Samuel

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Senior User Experience Researcher / TheGuarantors

May '23 - present, NYC

- Closely partner with product, design, and marketing teams to conduct foundational and foresight research studies to uncover opportunities that inform vision and strategy.
- Led research to understand pain points of key customer segments including deep-dive into property management systems and tools, and the B2B2C experience.
- Surfaced opportunities across on-boarding, fraud detection, and registration that increased top-of-funnel conversion.

User Experience Researcher / Goldman Sachs, Marcus

Sep '21 - May '23, New York

- Led strategic research to improve the digital banking experience for gen-z and millennial users.
- Identified opportunities for financial inclusion and education, account opening, cross-selling and multi-product journeys.
- Implemented a rapid research program for early stage ideas into design & engineering sprints, provided real-time insights to inform business decisions and iterations.
- Evangilized design thinking which led to the integration of journey maps, service blueprints, mental model maps into prioritization efforts.

User Experience Researcher / Google

Jun '20 - Apr '21, Bay Area & NYC

Google Maps

- Led an accessibility (A11y) research program to ensure ease-of-use for users who have visual, hearing and/or mobility impairments.
- Collaborated with teams distributed globally to standardize and scale A11y research practices and methods.
- Research insights 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 to support driver attention and safety.
- Developed research guidelines and success metrics for driver attention and eye movements which set the standard for future product testing.
- Informed feature prioritization and usability improvements for information architecture and navigation in-car cluster experience.

User Experience Research Intern / DocuSign

Summer '18, Chicago

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

MSc, HCI 2019
Depaul University
Chicago, IL

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

Qualitative Methods
In-depth interviews
Field studies
Usability testing
Contextual inquiry
Diary studies

Quantitative Methods
Surveys
A/B testing
Card sorting/Tree Testing
Benchmarking

Participatory Methods
Co-design
Heuristic evaluation
Cognitive walk-through
Pluralistic study

Deliverables
Journey Mapping
Service blueprints
Personas

Research ops
Participant & insight management
Tooling & Governance

UX Coaching
Built by Girls
UC Berkeley Extension
Stanford d.School