

# Jaza Samuel

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MSc, HCI 2019  
Depaul University  
Chicago, IL

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

## **UX Researcher, Wearables Reality Labs / Meta**

March '26 - present, NYC

## **Founder / Studio Q**

Feb '25 - present, NYC

Founded a fine arts curatorial practice that brings together BIPOC artists in NYC. IG: @studioqnyc

Built programs for artists, buyers and collectors to create inclusive art experiences for art viewing and acquiring.

## **Sr. UX Researcher & Service Design Strategy / TheGuarantors**

May '23 - Apr '25, NYC

Closely partnered with product, design, marketing teams to conduct path-finding research that informed feature prioritization for 0-1 product suite. Surfaced opportunities across on-boarding, fraud detection, and registration product flows that increased top-of-funnel conversion by 3%.

## **UX Researcher, Consumer & Wealth Management / Goldman Sachs**

Sep '21 - May '23, NYC

Led qualitative research to improve the digital banking experience.

Identified opportunities for financial inclusion and education, account opening, and multi-product journeys that increased CSAT by 25%.

Implemented a rapid research program for early stage ideas into design & engineering sprints, provided real-time insights to inform business decisions and iterations.

## **UX Researcher, Automotive Products / Google**

Jan '20 - Sep '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.

### **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 usability testing.

## **UX Research & Service Design 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 and business operations.