Emma Williams

QUALITATIVE UX RESEARCHER

✉ emma.williams@email.com

📍 Los Angeles, CA

SKILLS

User interviews	Expert
Ethnographic research	Expert
Usability testing	Expert
Journey mapping	Expert
Personas development	Expert
Heuristic evaluations	Expert
Storytelling through research	Expert
Qualitative data analysis	Expert
Prototyping and wireframing	Expert
Cross-functional collaboration	Expert
Communication skills	Expert
Problem-solving	Expert
UX research reporting	Expert
Eye-tracking analysis	Expert
Observational research	Expert

PROFESSIONAL SUMMARY

Passionate and dedicated UX researcher with experience specializing in qualitative research methods. Skilled in conducting in-depth user interviews, ethnographic studies, and usability testing to gather insights that drive user-centered design decisions. Proven ability to uncover user needs and behaviors to enhance product experiences across mobile and web applications.

EXPERIENCE

June 2020 - Now

UX Researcher

FreshTech Solutions / Los Angeles, CA

- Conducted over 50 user interviews for a new mobile app, providing key insights into user frustrations and behaviors.
- Lead ethnographic studies to understand users' daily activities and pain points, contributing to a complete redesign of a mobile interface.
- Synthesize qualitative data into actionable insights and collaborated with designers and product teams to optimize user experience.
- Organize and facilitate usability testing sessions with 25+ users, providing feedback to improve design and functionality.

January 2018 - May 2020

UX Research Assistant

Innovate UX Agency / Los Angeles, CA

- Assisted senior researchers in conducting usability tests and analyzing qualitative data from user studies.
- Created personas and user journey maps based on research findings.
- Helped compile research reports and presented findings to stakeholders, resulting in actionable design improvements.
- Supported the creation of an internal knowledge-sharing platform for research best practices.

EDUCATION

Master of Science in Human-Computer Interaction

University of Southern California | 2020

Bachelor of Arts in Anthropology

University of California, Los Angeles | 2017

Certifications

- *Certified Usability Analyst (CUA)* – Human Factors International | 2021
- *UX Research Certification* – Nielsen Norman Group | 2019