

TARA WALLACE

Senior UX Product Researcher

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San Francisco, CA

PROFESSIONAL SUMMARY

Experienced Senior UX Product Researcher with experience in conducting user-centered research and influencing strategy for top tech companies. Adept in usability, A/B testing, and synthesizing research insights to optimize product development. Proven ability to drive product design decisions with user insights and deliver actionable recommendations that align with business goals.

EDUCATION

Master of Science in Human-Computer Interaction

University of California, Berkeley, CA |
Graduated: 2017

Bachelor of Arts in Psychology

University of Washington | Seattle, WA |
Graduated: 2014

Certifications

- Certified Usability Analyst (CUA) – Human Factors International, 2022
- UX Research Methods – Coursera, 2020

SKILLS

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|---|--------|
| User-centered research | Expert |
| Usability testing | Expert |
| A/B testing | Expert |
| Prototype testing | Expert |
| Qualitative research methods | Expert |
| Data analysis (SPSS, R, Excel) | Expert |
| Cross-functional collaboration | Expert |
| Product lifecycle understanding | Expert |
| Wireframing & mockup creation (Sketch, Figma) | Expert |
| Survey design & analysis | Expert |

EXPERIENCE

2020 - Now

Senior UX Product Researcher

Google / Mountain View, CA

- Lead research initiatives for Google Search, improving user satisfaction by 20% through usability testing and interviews, which led to a redesign of key features.
- Conduct A/B tests and prototype tests for new product features, influencing the roadmap and design iterations that resulted in a 15% increase in user retention.
- Collaborate with product managers and designers to ensure user insights were at the core of decisions, helping prioritize the most impactful features.
- Synthesize research findings into actionable recommendations for teams, resulting in a seamless integration of feedback into the final product design.

2017 - 2019

UX Product Researcher

Facebook / Menlo Park, CA

- Conducted user research to support the development of new social media features, focusing on enhancing the user engagement metrics by 10%.
- Led surveys and focus groups to gather feedback on feature prototypes, resulting in optimized design elements and improved product usability.
- Worked with cross-functional teams to integrate research insights into strategy, ensuring the product met user needs and expectations.
- Produced detailed reports and presentations to communicate research findings to senior leadership and product teams.

PROJECTS

- User Research for Google Maps Redesign.** Led user testing for the Google Maps app, which contributed to a 30% increase in engagement with location-based services.
- Social Media Dashboard Usability Study.** Directed usability testing for a new social media analytics tool at Facebook, improving its accessibility and driving a 25% adoption rate increase.