Amanda Long

UX Researcher

512-577-0481 :: amandalong42@yahoo.com
Portfolio upon request

SKILLS

UX Research, Data Synthesis, Design Thinking, Usability Testing & Strategy, Heuristic Evaluation, Card Sorting, Personas/Journey Maps, Ethnography, Task Analysis, Qualitative Analysis, Quantitative Analysis, Contextual Inquiry, Survey & Screener Creation, Creative Problem Solving, Design Strategy, Business Strategy & Analysis, Collaboration, Presentation Skills

EXPERIENCE

Charles Schwab, Austin TX— *UX Researcher*

March 2020 – Present

- Create and execute research plans including: recruiting, user testing, interviews, questionnaires and surveys, data analysis, and presentation of findings.
- Use a variety of qualitative and quantitative research methods to provide team and key stakeholders with actionable user-centric insights.
- Conduct product and prototype reviews using various methods including: heuristic analysis, cognitive walkthroughs, perspective-based UI inspections, individual expert review, etc.
- Create a research repository including a thesaurus with over 800 nodes, parent-child relationships, and scopes notes.

MaMA, Austin TX – *Lead UX Researcher*

March 2019 – February 2020

- Recruited and scheduled participants for interviews, wrote screeners and surveys, interviewed participants, conducted usability testing, analyzed data and presented findings for a maternal monitoring app designed to help rural and medically under served pregnant women.
- Supervised, scheduled, and advised associate researchers.

Human Interfaces, Austin TX - *Intern*

September 2018 - December 2018

- Recruited, screened, and scheduled participants for studies.
- Wrote and assisted with writing study screeners.
- Assisted with participant interviews and study moderation including contextual inquiry and usability studies.
- Analyzed and synthesized data to arrive at insights.

Dan Williams Company, Austin, TX - *Accounts Payable Manager*

2016 - 2017

- Managed projects including budgets, created monthly reports, maintained accounts, managed vendor and subcontractor relations.
- Scheduled TXDOT highway construction projects using Oracle's P6 Primavera so job duration and cost could be calculated for bidding purposes.
- Researched investment opportunities and special projects.

Various, Austin TX - *Temp*

2014 - 2016

- Event planning (SXSW), special projects, fraud analysis, research, and customer service.

Karl Frei, formerly LHL Enterprises, Denver, CO - *Bookkeeper and Supervisor*

2007 - 2013

- Formulated company strategy and made pricing decisions based on market movement.
- Managed eight business locations including employees and the business accounting process. Trained employees, managed inventory, accounts and vendor relations, work orders, payroll, taxes and licensing.

Keller Williams, Denver, CO - *Real Estate Market Analyst*

2006 - 2007

- Inspected, analyzed, and priced bank-owned foreclosures.
- Wrote accompanying Broker's Price Opinion (BPO) to justify recommended price - conducted market research, synthesized and analyzed data to identify insights, and acted upon said insights.
- Managed over 600 bank owned properties - including utilities, clean up, repairs, signage, winterization, listing agreements, showings, and marketing.

EDUCATION

Austin Community College, Austin, TX - *A.A. in UX Design*

2018 - MAY 2019

UX Design with an emphasis on UX Research.

University of Colorado, Denver, CO - *Master's in Business Administration (MBA)*

1998 - 2001

Member of the business honors fraternity Beta Gamma Sigma.

University of Colorado, Boulder, CO - *B.A. in Psychology*

1995 -1998

Member of the Gold Key National Honor Society.