GABRIELLA BAUER

UX RESEARCH & DESIGN

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in /gdbauer

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SKILLS

User Research
Usability Testing
Team Building
Contextual Interviews
Qualitative & Quantitative
Evaluative & Generative
Accessibility (WGAC)
Heuristic Reviews
Survey Design
User Personas
Prototyping
Agile Scrum
A/B Testing

TOOLS

Figma
UserZoom
Jira
Confluence
Miro
Microsoft Office
(Powerpoint, Excel, Teams)
Maze.design

EDUCATION

University of Massachusetts
BS | Public Health (2015 – 2017)

Bunker Hill Community College
AA | Psychology (2012 – 2015)

SUMMARY

Highly analytical and empathic UX Researcher experienced in leading, planning, and conducting research in order to facilitate user-centered design experiences. Skilled at executing the appropriate methodologies during all phases of the product lifecycle to uncover pain points, address user needs, improve user experiences, and drive product success. Adept at translating key findings into actionable insights and recommendations that align user needs and business goals.

EXPERIENCE

Houghton Mifflin Harcourt, UX Researcher (Contract)

MAY 2022 – MAY 2023

- Prepared user interview guides and user testing artifacts, including questions, scenarios, tools, and tasks
- Conducted moderated usability testing, analyzing user feedback to develop key findings and recommendations
- Communicated design considerations with product teams, outlining detailed items for further iterations and development
- Presented usability test findings and research deliverables, including reports and slide decks to illustrate key insights
- Assisted with conducting and organizing an Accessibility audit in accordance to WCAG principles

Jobiak, UX/UI Designer

FEB 2021 – JUN 2022

- Conducted a heuristics evaluation of the current user experience to identify usability and accessibility issues through usability testing
- Presented UX/UI enhancements to improve desirability, usability and aesthetics of responsive website to stakeholders
- Collaborated on a cross functional international team to evaluate the proposed changes implemented, from handoff through development
- Contributed to rebranding their website via blog articles, copywriting, and content creation

Thinkful, UX/UI Design Immersion

JUN 2020 – NOV 2020

- 6-month immersive bootcamp course for UX/UI design, with a specialization in User Experience Research

** References and direct work samples available upon request **