TAYLOR COVINGTON

UX Researcher

SUMMARY

A user-focused thinker with a background in experimental design and data-driven decision making. Confident with UserZoom, UserTesting, and Dovetail. Proficient in statistical survey design, data-analysis, and usability testing. Detail oriented, committed to excellent collaboration with cross-functional teams, and experienced in handling end-to-end research projects.

CONTACT

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EDUCATION

B.S IN MANAGEMENT OF CREATIVE MEDIA

Champlain College

2012-2016

Related courses: Introduction to Psychology, UX Design, Marketing Research

CERTIFICATE

Austin Center for Design

2020-2021

ACCOMPLISHMENTS

- Implemented and led a quarterly heuristic analysis of three separate B2B applications, both online and mobile using Google Lighthouse as a benchmark
- Decreased ticket edits on mobile application by 70%
- Provided enough qualitative and quantitative data to justify a complete app redesign

REFERENCES

ROQUE CHAVIS

UXR Manager at Bison Tech.

roque.chavis@gmail.com

CHAS JONES

UXR Manager at The Zebra

chasley.jones@gmail.com

WORK EXPERIENCE

UX RESEARCHER

Bison Technologies

2022-2023

- Designed and executed both qualitative and quantitative research across a variety of methods and tools, including rapid experimentation, prototyping, remote usability testing with UserZoom and in-field contextual inquiry
- Analyzed and disseminated research findings to diverse audiences through written reports and oral presentations compiled into high-quality, consumable presentation decks with Dovetail
- Completed internal research projects from kick-off call to stakeholder presentation in an end-to-end process to promote user research findings with cross-functional partners to drive positive impact
- Built and conducted user-acceptance tests (A/B testing) to confirm the product met user/stakeholder needs before the feature went live

UX RESEARCHER

The Zebra

2021-2022

- Evangelized research as a core tenet in product decisions and how The Zebra built products
- Used a variety of methods within both practical and strategic research processes - beginning with defining objectives, then hypothesizing outcomes and outlining methods, followed by conducting research, synthesizing findings and finally ideating solutions
- Collaborated closely with product managers, designers, engineers as an embedded member of the product development team
- Remained current on best practice research techniques, and looked for opportunities to incorporate into the work of the product research team

APPRENTICE UX RESEARCHER

UX Rescue - MacDonald Training Center Inc.

2021-2021

- Designed, recruited/scheduled, and moderated remote and in-person usability studies in user interviews and contextual inquiries
- Regularly formulated and appropriately tested hypotheses against data and customer feedback
- Worked closely with other researchers and data analysts to integrate qualitative research methods with quantitative research
- Created test strategies based on project KPIs and develop usability test plans, scripts and scenarios

ASSISTANT RESEARCHER

AI Pooser LLC

2021-2021

- Proactively identified and prioritized qualitative and quantitative UX research that answered key product strategy questions along the user journey across web experiences
- Developed a well-crafted research plan, wrote user research screeners, and discussion guides, and led recruitment efforts
- Proactively showcased and embedded user insights through presentations to cross-functional teams as well as contributions to product strategy conversations and documents

APPRENTICE UX RESEARCHER

Tech Fleet

2021-2021

- Worked with team leads to build and standardize project management and design ops processes using Agile, Lean UX, and Google Design Sprint methodologies
- Used research techniques (ethnographic research, heuristic reviews, and user interviews, journey mapping, card-sorting,) to determine ease-of-use and comprehension of designs and ideas
- Delivered research deliverable findings in a timely manner
- Communicated effectively to the team with a compelling, influential story by identifying key opportunities that helped inform website design decisions