

# Taylor Vinson

## UX Researcher

Interview Moderation | Survey Design | Focus Group Facilitation

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I have worked for 5 years working with cross functional design, engineering, and marketing teams. I plan to use my skills in research and communication as a user experience researcher to create products that are inclusive and useful.

- **Technical Skills:** SPSS data analysis, Qualtrics, Google Drive, Adobe Suite, SharePoint, Premiere Pro, eCommerce, Miro
  - **Well versed in** participant recruitment, project management, qualitative and quantitative research, interview moderation, survey design, report writing, usability tests, working with cross-functional teams, developing consent forms, helping people be successful
  - **Coursework:** Survey Methods, Statistical Methods, Qualitative Methods, Systemic Design for User Experience, Interaction Design
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### User Experience Coordinator

*United States Postal Service - Enterprise Analytics*

Aug 2020 – May 2021  
Washington, DC

- Created a research plan for the development of a new project request system for the Advanced Analytics department including research questions, participant recruitment, business objectives, and methodology
- Worked with designers and business analysts to develop a digital form and Advanced Analytics landing page
- Supported the content design and assisted with providing design feedback on prototypes
- Conducted usability tests for the project request system, synthesized findings, and presented PowerPoint presentation to leadership with user feedback and recommendations
- Made user research insights and data accessible throughout the team and the organization
- Presented on the importance of user research and user research methodologies

### User Research Project - Masters Thesis

*Georgetown University*

Aug 2019 – May 2020  
Washington, DC

- Utilized survey research and focus groups to study public perceptions and use of facial recognition technology
- Presented findings and answered questions about research and recommendations from leadership

Tools Used: Qualtrics, SPSS, Miro, Google Drive, PowerPoint

### Graduate Research Associate, User Experience

*Kennedy Institute of Ethics – Ethics Lab*

July 2019 – May 2020  
Washington, DC

- Developed questions, research guides, and led in-person and remote interviews for non-user research
- Gathered qualitative data via Zoom and edited clips on Adobe Premiere Pro for persona development
- Conducted user recruitment, transcribed interviews and analyzed qualitative feedback
- Collaborated with designers on developing research deliverables, scenarios, concepts and storytelling

### Marketing and Communications Intern

*AARP – Public Policy Institute*

Aug 2019 – Dec 2019  
Washington, DC

- Analyzed email subscriber list data, developed a one-page report and visual presentation of analysis using Excel and PowerPoint and provided recommendations for advancing the content strategy to leadership
- Developed and recommended UX research questions to increase website engagement and navigation

### Graduate Research Associate

*Georgetown University - Center for New Designs in Learning and Scholarship*

Aug 2018 – Oct 2019  
Washington, DC

- Analyzed monthly social data and proposed A/B tests according to Google Analytics web drop off rate
- Modified website design and information architecture for changing information and user needs
- Edited digital learning webinars and conference workshop session videos using Adobe Premiere Pro

### Digital Journalism Intern

*Riverfront Times*

June 2017 – Aug 2017  
Saint Louis, MO

- Interviewed subjects over the phone and in-person and synthesized qualitative insights and web data for 9 news stories published in print and online at [riverfronttimes.com](https://www.riverfronttimes.com)

### Education

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Georgetown University, M.A. in Communication, Culture and Technology, May 2020  
(Emphasis in User Experience Research and Cultural Studies)

Missouri State University, B.S. in Communication Studies and Creative Writing, May 2018