Taylor Vinson

User Experience Researcher

Interview Moderation | Survey Design | Usability Testing

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I use my skills in qualitative research, storytelling, and communication as a UX Researcher to create products and solutions that are useful and inclusive. I care about creating experiences that help make people's lives easier and more fulfilling.

- **Technical Skills:** SPSS data analysis, Qualtrics, Google Drive, Adobe Suite, SharePoint, Lookback, Miro

- **Well versed in** qualitative research, interview moderation, survey design, project management, moderated and unmoderated usability tests, working with cross-functional teams, storytelling, report writing

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User Experience Researcher   Oct 2021 – Present
cxLoyalty, A JP Morgan Chase Company   *Plano, TX*

- Designed and moderated usability tests, user interviews, and heuristic evaluations to increase usability and client tool adoption
- Analyzed survey data and summarized findings in a report and presentation for leadership review
- Leads the research process from end-to-end including study design, screening and recruiting, moderation, analysis, and reporting

User Experience Coordinator   Aug 2020 – May 2021
United States Postal Service - Enterprise Analytics   *Washington, DC*

- Created a research plan for the development of a new project request form and system for the Advanced Analytics department including research questions, participant recruitment, business objectives, and methodology which resulted in a more efficient project request, review, and assignment process for the Advanced Analytics team
- Worked with designers and business analysts to develop and provide content design support for the Advanced Analytics landing page which increased awareness and data analytic support accessibility
- Conducted usability tests for the project request system, synthesized findings, and presented PowerPoint presentation to leadership with user feedback and recommendations which resulted in design changes that increased the user experience and form functionality
- Made research insights accessible to the team and presented on the importance of ux research

User Research Project - Masters Thesis   Aug 2019 – May 2020
Georgetown University   *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 or 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   Aug 2019 – Dec 2019
AARP – Public Policy Institute   *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

Digital Journalism Intern   June 2017 – Aug 2017
Riverfront Times   *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

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Education

Launchcode, Data Analytics, March 2022

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