

BARBARA WRIGHT

USER EXPERIENCE RESEARCHER

CONTACT

San Antonio, TX
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[Portfolio](#)
[LinkedIn](#)

EDUCATION

BA Web Design/Media
Radford University, VA

CERTIFICATES

User Experience Design
Dr. Susan Weinschenk
The Team W

SKILLS

Tailored UX methods
Collaborative
Self-regulating
Excellent communication
Empathy
Insightful
Intuitive listener
Technical understanding
Forward thinking
Agile framework
Wireframing

PROFILE

Seasoned User Experience Researcher, with a background in web production, training, and customer service. Leveraging mixed methods research and data analysis skills to uncover the collective user narrative. I am on the lookout for new creative endeavors where I can further refine my craft, collaborate, and contribute to the creation of exceptional experiences.

EXPERIENCE

UX RESEARCHER • AUGUST 2022-FEBRUARY 2024

Edward Jones • Remote Contractor

Sole project UX Researcher for the creation of an employee portal serving over 50,000 associates.

- **End-to-End Project Research:** Devised 28 mixed-method studies, collecting data through surveys, analytics, listening tools, and studies. Analyzed qualitative and quantitative data from generative to usability testing. Achieved successful outcomes by optimizing designs through UX research.
- **Delivered Clear User Stories:** Identified knowledge gaps, themes, pain points, attitudes, and behavior. Tailored reporting with actionable recommendations resulting in a 40% increase in site satisfaction.
- **Cross-Functional Collaboration:** Partnered with business and UX stakeholders, guiding enhanced user empathy and cohesive vision.

UX EXPERIENCE RESEARCHER • JUNE 2019-AUGUST 2022

UserTesting • Remote Contractor

Professional Services team member, conducting research studies for diverse clients including Amazon, Verizon, Microsoft, Starbucks, Apple, Whirlpool, and Subaru.

- **UX Research and Analysis:** Built, ran, and analyzed hundreds of mixed method studies for mobile, desktop, apps, software, and concepts. Methods included diary studies, generative, comparative, A/B, evaluative, usability testing, tree test, card sort, moderated, unmoderated, and surveys.
- **Concise Reporting:** Provided stakeholders with actionable insights, recommendations, and next steps by clearly reporting stories through illustrated insights and data visualization.

TOOLS

UserTesting
UserZoom
Optimal Workshop
Qualtrics
Excel
Adobe Suite
Mural
Figma
Jira
Aha!
Google Suite
OneDrive
SharePoint

RESEARCH METHODS

Qualitative
Quantitative
Behavioral
Attitudinal
Generative
Formative
Moderated
Unmoderated
Interview
Field Studies
Usability Testing
Benchmarking
Focus Groups
Pilot Programs
Diary Studies
Concept Testing
Card Sort
Tree Test
A/B Testing
Click Test
Analytics
Surveys

PRODUCT DEVELOPER • DECEMBER 2017-JANUARY 2019

Blue Mountain Organics • Floyd VA

Product developer, and marketing content writer for natural recipes and organic products.

- **Developed New Products:** Researched recipes and experimented with ingredients including the development of nutritional labels and manufacturing processes to minimize time and labor.
- **Created Marketing Materials:** Researched and authored promotional articles and descriptions that promoted new products, increasing reach and sales.

TECHNICAL MANAGER • JUNE 2014-DECEMBER 2017

Paperless Publishing • Blacksburg VA

Product manager and web designer, overseeing training and customer orders

- **Designed and Developed Ecommerce Website:** Employed HTML, CSS, and Drupal to create user-friendly desktop and mobile sites.
- **Led Software Development Projects:** Sustained collaborative communication and maintained productivity within cross-functional teams for timely project completion.
- **Managed Customer Service and Training:** Provided software training and troubleshooting to build and maintain client base.

WEBMASTER, DEVELOPMENT ASSISTANT • APRIL 2007-DECEMBER 2015

Hillel at VA Tech • Blacksburg VA

Web content manager, improving engagement, donation database, and records for a university non-profit.

- **Developed and Maintained Website:** Employing WordPress, HTML, and CSS for website production and content creation for enhanced student and parent engagement.
- **Supported Student Programs:** Created surveys and reported data, authored successful grant proposals to fund social and educational programming.
- **Implemented Donation Campaigns:** Utilizing software such as GiftWorks, Quickbooks and Constant Contact for donor records and communication leading to regular gift streams.