# JOEL ROSADO

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## SKILLS

### RESEARCH
User Interviews
Field observation
Usability testing
User recruitment
Survey design
Storyboarding
Quantitative analysis

Card sorting
Tree testing
Prototyping
Stakeholder interviews
Diary studies
Task analysis
Heuristic evaluation

### SOFTWARE
Figma
Qualtrics
Braze
UserTesting
Invision
Sketch

Salesforce
Zapier
Looker
Tableau
PowerBI
JIRA

Excel
ProductBoard
Calendly
Zoom
Slack
Confluence

## EXPERIENCE

### VALLEY NATIONAL BANK    UX Researcher (VP level)    New York    2020 – Present

• Produced survey to measure effects of Covid-19 on commercial and retail customers within first month of employment

• Procured Qualtrics as Valley's immediate survey tool---this is the first step in building a integrated, automated data flow between Salesforce, PowerBI, and Marketing Cloud

• Developed and launched CX Pulse survey program that contionusly measures customer satisfaction through NPS, CSAT, and CES. That data, and recommendations, presented directly to CXO, COO, CBO.

• Produced generative research on challenges that PPP customers experienced, this information then fed into archetypes employed by sales, executives, and marketing to more accurately meet the needs of an important segment

• Executed tactical research for online account opening, proof-of-concepts, PPP forgiveness portal, and PPP content strategy

### CAPITAL ONE    UX Researcher - Contract    New York    2019 – 2020

• Facilitated workshops with Marketing Experiences (MX) and Product Experience (PX) teams to generate cafe research needs. Those needs then turned into research strategy, planning, and field execution

• Planned and conducted research for six days in nine different physical Capital One cafe markets: Boston, Miami, and Philadelphia

• Collaborated with lead designer, product manager, and strategist on continuously synthesizing three months of data from branches, call centers, and cafes

• Designed and distributed survey so that the team could quantitatvely measure results of new cafe experiences

### BRAZE    UX Researcher    New York    2016 – 2019

• Instituted UXR at Braze including: question development, problem definition, prototyping, interview techniques, and leading the first usability test in the six-year history of the company. This institution then spread to vertical teams, designers, and PMs through workshops and collaborative execution

• Created a standardized Airtable system for storing interviews and artifacts from testing sessions and user interviews. This gave all departments at Braze visibility into UXR

• Automated the collection of System Usability Scale scores for all key features. This provided PMs and designers with a metric to continuously measure the success of their products over time, through change

• Research, design, iterate, and launch of revenue-generating features: Content Cards, Currents Data Streaming, Content Blocks, In-App Message customization

• Collaborate and mentor PMs and designers on problem definitions and learning statements that inform research methods, interview subjects, and questions, tasks

### LIFION - ADP INNOVATION LAB    UX Designer III    New York    2015 – 2016

• Research, design, and test human resource management software applications including: employee onboarding, tax and compliance reporting, performance  management, time-off, and organizational structures

• Collaborated with UX research team to gather more formal data about human resources professionals and success of prototypes

• Introduced low-budget, guerrilla usability testing regiment into an agile process

### U.S. PATENT & TRADEMARK OFFICE    UX Researcher    Virginia    2013 – 2015

• Instituted and lead usability testing program for $10M+ dollar software  application with a group of more than 400 beta users

• Interview patent examiners and execute usability tests using Morae software

• Compiled statistical data from each test and recommended action items for tasks that performed poorly. This information from each session was then assembled into a formal report that I personally presented to USPTO executives

## EDUCATION

### UNIVERSITY OF MARYLAND
BA: Fine Art   2009
BA: Political Science, Spanish Literature   2005

### IOWA STATE UNIVERSITY
MA: Human-Computer Interaction
Starting part-time 2021

### COURSERA
Certificate: HCI
Certificate: Design Thinking