

DAWN E. PROCOPIO

User Experience Researcher

QUAL & QUANT MIXED METHODS

Portfolio: www.AI-ETHICIST.com

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Top Skills

Research Question Framing
UX Metrics Criterion Decisioning
Human Observation Strategy
Methodological Formulation
Thematic Analysis and GTA
Predictive Data Analysis
XFN Sharing, Collaborating & Ideating

Methodologies Tools

Moderated Usability Test (In-Person & Remote)	UserTesting Dscout Qualtrics
Unmoderated Usability Test Concept Testing	Optimal Workshop
Multivariate & A/B Testing	Hotjar
Meta-Analysis	StatCrunch
Heuristic Evals	MS PPT MS Excel
Interviewing	STATA
Interviews	SPSS 23
Cardsorting	AirTable
Tree Tests	Atlassian
1st Click Tests	Asana
5-second Tests	Figma
Ethnography	Sketch
Diary Studies	Invision
Focus Groups	

University of Illinois at Chicago

Summa Cum Laude,
Bachelors of Arts, Political
Science, GPA 4.0
JAN 2015 - MAY 2016, Chicago, IL

Methodology & Data Analysis for
Social Science (Ph.D Courses for
econometric modeling, e.g.
Predictive Analytics)

President and Founder of Students
for Bernie Sanders

AI-ETHICIST.com LLC/Principle UX Researcher, Founder

JUNE 2016 - PRESENT, Chicago, New York, San Francisco, Irvine, San Jose, Houston

Leading and conducting end-to-end qual & quant mixed method research activities, across all product lifecycle phases (strategy, design & assessment) for fortune 500 product development teams.

Past Clients: BNY Mellon, Walgreens, BMW, Intuit, LinkedIn, Google, Verizon, American Express, Otsuka, Astellas, Amazon Prime Now, Enablon

META-Instagram / UX Researcher V, Product Foundation & Ecosystems

OCT 2021 - MARCH 2022, Menlo Park, New York & Remote for Multiple Time Zones

Led monthly usability-centered-concept testing by producing research plans framing and discovering time-sensitive research questions, hypotheses and discussion guides for outside program vendors to moderate and capture data.

Mentored several Senior UXRs and PhDs in how to use UXR tools and nest Usability into other traditional social science/market research methods- leading the assimilation of Facebook's Usability best practices into Instagram's ecosystem.

Within 30 days discovered and shared pivotal insights for instagram's monetization teams several months ahead of dev's shipping schedule.

Executed end-to-end research activities (Stakeholder Elicitation to Presenting) for sensitive populations with a sequential explanatory mixed method, on-time and on-budget (2 months, \$10K, n=100) -which inspired the hiring of several new types of talent for prospective innovations.

VIVID SEATS / Senior UX Researcher, Web & Mobile, B2C

SEPT - OCT 2021, Chicago & Remote for Multiple Time Zones

Led & executed end-to-end unmoderated usability studies (benchmarking A/B competitive testing and strategic task-analysis).

Taught foundational UX research best practices to select company stakeholders and created reusable artifacts illustrating test design implementation.

AMAZON (AWS)/ Senior UX Researcher, SageMaker

MAY - JULY 2021, Bay Area & Remote for Multiple Time Zones

Curated foundational subject matter expertise for ML researchers and discovered key red routes for experimental designs which highlight mental model gaps between multiple products and user disciplines.

May 2016 - May 2021

TIME WARNER-Charter (Spectrum)/ Senior UX Researcher, Conversational AI (Enterprise)
MAR- MAY2021, Denver & Remote for Multiple Time Zones

MICROSOFT / Senior UX Researcher, AI + Search (Enterprise & B2B)
March 2020 - JUNE 2020, Seattle, Remote for Multiple Time Zones

UNITED AIRLINES / UX Researcher, Ethnography -Airport Employee Experience (Enterprise)
March 2020, Chicago, IL, In-Person

CAREERBUILDER / UX Researcher, Jobseeker Experience (B2C)
AUG 2018 - SEPT 2019, San Jose, CA In Person & Remote Multiple Time zones

SOLSTICE / UX Researcher, Engineering and Sales Experience (B2B)
OCT 2017- FEB 2018, Houston, Columbus, Milwaukee, Chicago, In-Person

GFK / UX Researcher, Pharmaceuticals and B2C Ecommerce
OCT 2016 - MAR 2017, San Francisco, Irvine, New York, Chicago, In-Person

2002 - 2016 See 17 other work experiences on: www.Linkedin.com/in/ai-ethicist

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