

DAWN E. PROCOPIO

User Experience Researcher

QUAL & QUANT MIXED METHODS

Email: Dawn@ai-ethicist.com

PORTFOLIO: www.AI-ETHICIST.com

LinkedIn: www.Linkedin.com/in/ai-ethicist

Top Skills

Research Questions/Poli-Framing

Experimental Design/Methodology

Human Observation Strategies

Interview Tactics/Styles

Inferential & Predictive Data Analysis

Qualitative Analysis

Reporting & Presenting

Lo-Fi Prototyping

Methodologies Tools

Unmoderated Usability Tests

UserTesting
dscout

Remote Moderated Usability Test

Qualtrics
(including

In-Person Moderated Usability test

StatsIQ)
AzureDevOps

Cognitive Walkthroughs

Atlassian

Heuristic Evaluations

AirTable

Interviews

MS PPT

MS Excel

Cardsorting

STATA

TreeTests

SPSS 23

Ethnography (Field Studies)

Sketch

A/B Testing

Invision

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 (+Econometric modeling/Predictive Analytics)

AI-ETHICIST.com/Principle UX Researcher, Founder

June 2016- Present, Chicago, New York, San Francisco, Irvine, San Jose, Houston

Lead and execute end-to-end UX research activities for strategic and tactical insights (Formative - Summatives).

Collaborate with marketing, design, product management, engineering, marketing/vendor research teams, and data scientists to discretize Business KPIs into UX Metrics (pre-study) and workshop solutions/prototypes (post study).

Present UX Research findings to C-Suite stakeholders in order to inform product roadmap, ROI (UX Metrics) and new growth opportunities.

UX Research Consultant Roles (PAST): Google, Dome, Amazon, Charter Communications, Verizon, American Express, Temporal LLC, BMW, Walgreens, LinkedIn, Intuit, Amazon Prime Now, Abbvie, Otsuka & Astellas

META (Instagram)/UX Researcher V, Product Foundation & Ecosystems

OCT 2021 - MARCH 2022, Remote for Multiple Time Zones from CST

Led monthly usability-centered-concept testing by producing research plans framing and discovering time-sensitive research questions, hypothesis 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; this incited a watershed movement for the whole department to elicit, retrofit and iterate on Facebook's Usability best practices- and revamp their rolling research program.

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, E-Commerce & Live Experiences

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, Early Childhood ML

MAY - JULY 2021, Remote from CST for PST

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. Mentored 3 junior UX researchers on best practices for data capturing and standardizing observations.

TIME WARNER-Charter (Spectrum)/ Senior UX Researcher, Conversational AI

MAR- MAY2021, Remote for MT & PST

Led and executed strategic & tactical studies, including benchmarking, usability testing, & product analysis (goal setting).

MICROSOFT / Senior UX Researcher, AI + Search

March 2020 - JUNE 2020, Seattle, WA (100% Remote from CST, for multiple Time Zones)

Led and executed end-to-end research activities for emotionally intelligent enterprise systems, including concept testing.

UNITED AIRLINES / UX Researcher (III), Employee Experience

March 2020, Chicago, IL, Contract, In-Person

Planned and conducted foundational Ethnography, identifying onsite process & device deficits, leading up to swift COVID safety protocol changes.

CAREERBUILDER / UX Researcher (II), Jobseekers, HR Tech and Internet Publishing

AUG 2018 - SEPT 2019, Pleasanton, CA (100% Remote from San Jose, CA for Multiple Time zones)

Led formative & summative usability studies, documented all human observations, analyzed data, wrote final reports and recommendations for all B2C products.

SOLSTICE / UX Researcher Consultant, Synchronous BoM Engineering, E-commerce

OCT 2017- FEB 2018, Houston, Columbus, Milwaukee, Chicago, In-Person

Led simultaneous formative usability studies, documented all human observations, analyzed data, wrote final reports and recommendations for confidential clients.

GFK / Senior UX Researcher Consultant, PharmTech & E-commerce

OCT 2016 - MAR 2017, San Francisco, Irvine, New York, Chicago, In-Person

Co-lead lab based formative & summative usability studies, documented all human observations, analyzed data, wrote final reports and recommendations for confidential clients.

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*For UX Research Experience dating back to 2013 please visit my LinkedIn:
www.Linkedin.com/in/ai-ethicist*