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UX RESEARCH

UX STRATEGY

Bio

I'm a User Experience Researcher for a training company. As a UX team of one, I not only plan and execute research, but I also need to learn and apply new methods quickly. I'm the UX advocate and spend much of my time presenting, leading workshops, and sharing research insights.

Goals & Interests

- Conducting actionable research in order to inform design and business decisions.
- Discovering problems and finding solutions.
- Teaching others about the value of user experience research and design.
- Mentoring and educating others
- Building a team of user experience supporters within the company in order to help encourage more effort towards user-friendly products.

Top Soft Skills

- Curiosity and Drive to Learn
- Flexibility and Adaptability
- Listening and Communication
- Critical Thinking and Problem Solving
- Collaboration and Planning

Wants and Needs

- Opportunities to continue learning and growing
- Challenges to overcome and problems to solve.
- Others at my organization to be passionate about UX (whether I have to convince them or not)

Challenges and solutions

- A lack of internal research process required establishing a new process for requesting research, sharing results, and encouraging engagement
- Initially stakeholders were doubtful of the value of research, but after seeing concrete examples of the benefits of research, they increased research funding
- Recruiting government employees who are legally unable to accept incentives has required that I implement innovative solutions, including using research panels, charitable donations, and other nontraditional incentives

How do I Grow in my Career?

- I frequently read articles and books on UX, attend webinars, and participate in UX groups.
- I take courses and watch lectures.
- I'm always on the lookout for what areas I need to improve and what I need to do to improve them
- At work I watch out for opportunities and challenges so I can use new skills and get better at my existing ones.

Tricks to Work Efficiently

- I use AI tools to help work more efficiently, AI has been especially helpful in creating recruiting emails, giving quick summaries of data, and helping me with ideation
- When I don't know something, I'm not afraid to find out, I'll look up articles and utilize my network to ask other UX professionals for advice

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“Research is only part of what I do. I like to think my real job is finding and solving problems. My time is spent understanding stakeholder needs, my company's needs, and prioritizing research to have the largest impact.”