

Emily Williams

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Professional Summary

Dynamic and accomplished UX Leader with 12+ years of experience in building and leading user research teams. Expert in qualitative UX methods, survey design, and project management. Proven track record of driving measurable usability improvements, enhancing customer engagement, and crafting successful launch strategies. Fluent in Spanish and English.

Experience

Owner/Principal, Emily Rose Consulting LLC, Remote
February 2021 - Present

- Developed and facilitated workshops dedicated to growing in house UX research practices and/or conducting design sprints.
- Designed and independently executed a qualitative study to transition a chemicals search base from a coded interface to a GUI saving hours of work for users and increasing new subscriptions to the database search engine.
- Led a market feasibility study for a start up looking to disrupt the valet car service space.
- Advised a fitness center on incorporating research strategies to bolster retention and adopt new clients, resulting in 20% less cancellations and 30 new members during the campaign.

User Research Manager, Marketade, Remote
May 2021 - March 2023

- Administered all hiring, professional development and performance review activities at Marketade.
- Expanded UX research department by 50% and increased retention by an average of 6 months.
- Coached junior researchers resulting in an increase in project efficiency and self reported job and career growth satisfaction among hires.
- Improved overall client satisfaction and retention through creating structured client/consultant management processes for all our consultants.

Senior UX Researcher, Marketade, Remote
August 2019 - May 2021

- Led large-scale projects focused on increasing engagement among marginalized groups, conducting over 100 qualitative interviews and usability tests, resulting in a statistically significant preference for our prototype versus the control.
- Initiated and sold a competitive research program for a Fortune 500 car insurance client which exposed critical errors and saw an increase of 15% of all new claims filed completely in the app.
- Executed all projects end to end, including recruitment, design of materials, training junior researchers and conducting projects in both Spanish and English.

Senior Design Researcher (via Emily Rose Consulting), Shell
February 2019 - July 2019

- Built a user research practice, integrating UX research with Agile methodologies, resulting in a 20% increase in project delivery speed.
- Led cross-departmental design thinking workshops, improving team alignment and efficiency with a 30% reduction in project delays.
- Organized UX Research in house training for designers and saw research activities expand by 50% across the organization.

Senior Design Researcher (via Aquent), Exxon Mobil, Houston
November 2017 - February 2019

- Launched a qualitative research study of engineering workflows, uncovering pain points and together with designers, launched a software solution that contributed to an overall 2% uplift in profits organization wide.
- Provided UX strategy and research consulting services to senior executives, driving design thinking initiatives across the IT organization.
- Implemented an international UX research and design initiative on data privacy and management which improved data quality and

Staff Health Researcher, UNM Cancer Center, Albuquerque
January 2016 - November 2017

- Developed campaigns targeting rural populations, increasing recruitment for clinical trials by 40%.
- Conducted community-based participatory research to improve cancer screening initiatives, resulting in a 20% increase in screening rates among target populations.
- Evaluated an interface from a well known fitness tracking company on its application to senior cancer survivors which saw cancer survivors take +3000 steps per day on average.

Education

MA, Anthropology, Western Michigan University

Skills

- UX Research
- UX Strategy
- Mixed Methods
- Workshop Facilitation
- UX Leadership
- Surveys
- Design Thinking
- Client Relationship Management
- Qualitative Research
- Quantitative Research
- Figma
- Agile
- Cross Functional Collaboration
- Data Analysis
- Project Management