

JESSICA CARR

USER EXPERIENCE RESEARCHER

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EDUCATION

University of Washington
Seattle, WA.

MS in Human Centered
Design & Engineering,
(HCDE)
2017 - 2020

Tufts University
Medford, MA.

BA in Art History
BFA in Photography

SKILLS

RESEARCH:

Card Sorts & Taxonomy Analysis
Cognitive Walkthrough
Comparison (A/B) Testing
Contextual Inquiry
Data Analysis
Diary Studies
Heuristic Evaluation
Internationalization/Culture Audit
Interviews
Participatory Activities
In-person & Remote Testing
Report Writing
Storytelling
Survey
User Journey and Process Maps

DESIGN:

Affinity Diagraming
Co-design Workshops
Content Strategy
Data Visualization
Dynamic Presentations
Ideation Sketching
Information Architecture
Low fidelity Prototyping
Photography
Wire Frames

EXPERIENCE

Project Votio | UX Research

June 2020 – Present

Voting engagement project funded by non-profit, Common Power. Our team of three designers and one researcher developed research-based content for Instagram posts and advertisements. Our micro targeted campaign has reached 20K+ Gen Z and Millennials.

Amazon | Program Management

2008 - 2016

Drove customer-centric research practices into product development process for the International Category Expansion program. Identified quantitative and qualitative insights to inform product decisions and prioritize projects. Built self-service tools and processes that delivered new experiences to customers in an accelerated 12-week implementation cycle, reducing project management oversight by 50% and increasing capacity to meet the pace of growing international businesses. Identified opportunities using research, prototyping, and A/B testing. Launched new customer facing experiences on Amazon's US and international websites.

Microsoft | Content Management

2005 – 2006 (*Contact vendor via Filter Talent*)

Managed acquisition and production of digital media to highlight the photo, music and video capabilities of the Windows Operating System.

Microsoft | Program Management

2001 - 2004

Developed software features for Microsoft's Photo/Imaging Experience (PIX) products with user stories and technical requirements.

GRADUATE RESEARCH PROJECTS 2018 – 2020

UX Researcher - 6 month study

Mixed method research study on voting attitudes of 18-24 year old new voters. Methods used: surveys, interviews, user journey mapping, participant sketching activities, and remote testing.

Facilitator: Design Thinking Workshops - 2 years

Delivered hands-on design thinking workshops at schools and professional development events. Leader for the K-12 STEM Outreach Program's 2019 partnership with the Seattle Public Library.

Qualitative Researcher: Mental Health Research Study - 6 month study

Qualitative human-subject research study of older adults participating in behavior changing therapies. Methods used: therapy session analysis, structured interviews, interaction flows, and diary studies.

Usability Researcher: Handimaps Mobile App Usability Study - 3 month study

Usability and generative study of a mobile application for people who use wheelchairs at public events. Methods used: survey, semi-structured interview, and cognitive walkthrough using a prototype.

COMMUNITY 2016 – 2020

Student Reading Coach. Seattle Public Library's Global Reading Challenge.

Seattle Public School Volunteer. Remote school tech support, Webmaster, and Library.