

LIZ JERNEGAN

UX RESEARCHER & STRATEGIST

509.701.7938
eajernegan.com
eajernegan@gmail.com

I find elegant solutions to complex problems. In my work, I build cross-functional teams and leverage business capabilities to match user needs. As a Researcher & Strategist, I create transformational impact.

EXPERIENCE

EDMUNDS.COM

SENIOR UX RESEARCHER

July 2019 - March 2020

- Led agile research program and developed the cross-functional research culture
- Increased lead submission 57% and ad revenue over 30% during A/B testing of redesigned Build and Price tool
- Optimized digital products to improve SEO results

AT&T/DIRECTV

SENIOR UX RESEARCHER

July 2017 - July 2019

- Liaised with vendors, data scientists and quantitative researchers to conduct end-to-end research on AT&T TV
- Generated documentation that evangelized UX Research
- Mentored Junior & Staff researchers on User Research methodologies and stakeholder management

STAFF UX RESEARCHER

November 2016 - July 2017

- Led generative workshops for early-stage hardware development that impacted AT&T's 360 video product roadmap
- Conducted remote and in-person mixed methods research

FREELANCE UX RESEARCHER & STRATEGIST

April 2011 - Present

- Worked in diverse industries across healthcare, entertainment, education, engineering, and retail
- Published on Hardware Peripherals for Text Analysis at the Canadian Society for Digital Humanities (CSDH/SCHN)
- Conveyed and delivered on the value of User Experience Research & Strategy to clients

EDUCATION

MASTER OF DESIGN

Illinois Institute of Technology
Institute of Design 2016

Focus: UX Research, Design Strategy & Innovation and Service Design

SKILLS

FORMATIVE RESEARCH SKILLS

In-homes, intercept interviews, stakeholder workshops, user journeys, service blueprints, storyboarding and product scenarios, personas, value webs and strategic roadmaps

EVALUATIVE RESEARCH SKILLS

In-lab and remote usability studies, benchmarking, longitudinal studies, surveys, click tests, card sorts, tree tests

DESIGN SKILLS

Wireframing, service design, concept generation, low fidelity prototyping, visual communication

LEADERSHIP SKILLS

Mentorship, providing actionable and timely feedback, patience, team building

LEADERSHIP STYLE

Communicative, direct, empathetic, transparent, collaborative, goal-oriented

TOOLS

Dscout, User Zoom, Usertesting.com, Adobe Illustrator, InDesign, Photoshop, Premiere, Keynote, Microsoft Excel, Word & Powerpoint