





Annette Rodriguez

UX Researcher

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 (707) 338-7270

 Seattle, WA

 LinkedIn

Tools

Digital:

Figma Fable Hotjar

Lookback Otter Pollfish

SurveyMonkey UsabilityHub

UserTesting UserInterviews

Analysis:

DisplayR Excel Google Analytics

SPSS

Skills:

Accessibility Analytics A/B testing

Alpha/Beta testing ANOVA

Chi-squared Concept testing

Descriptive statistics Data visualization

Ethnography Heuristic evaluation

In-depth interviews

Participant management Research ops

Surveys T-tests Usability studies

Education

Design Research Techniques · 2020 · Cooper Professional Education

M.A. Psychology and Behavioral Neuroscience · 2017 · California State University, Sacramento

B.A. Psychology · 2013 · California State University, Sacramento

Experience

UX Researcher

Ting Internet: March 2021 - February 2024

- Led mixed-methods research to drive B2C & B2B growth, informing design decisions, marketing campaigns, brand positioning, and product strategy.
- Applied inferential statistics (ANOVA, t-tests, chi-squared) to analyze survey data, collaborating with marketing and PR teams to refine messaging and optimize campaign focus areas.
- Uncovered critical gaps in churn rate, leading to insights that unblocked \$350K in annual lost revenue.
- Delivered research-backed recommendations that increased customer activation rates by 20% YoY.
- Identified the need for expanded bilingual support, justifying headcount growth across Field Technicians, Customer Support, and Sales teams.
- Established foundational research that evolved into a rolling research program, tracking customer experience metrics and informing quarterly reports to the CEO & CRO.
- Advocated for inclusive research, influencing accessibility improvements for non-native English speakers, low-tech literacy users, individuals with disabilities, those from diverse economic backgrounds, and older adults.

Program Manager, New Products

Meta, on contract: February 2020 - March 2021

- Designed and led usability studies, diary studies, and alpha/beta tests across various Meta product areas, focusing on zero-to-one development.
- Conducted rapid research across Instagram and Facebook, averaging five studies per quarter, to inform product development and optimize user experiences at scale.
- Partnered with cross-functional teams (Product, Engineering, Data Science, Marketing) to shape product roadmaps and go-to-market strategies.
- Synthesized qualitative and quantitative data to inform scalable solutions across the product lifecycle.

UX Research Participant Recruiter

Meta, on contract: July 2019 - February 2020

- Managed participant recruitment end-to-end for global UX studies across diverse user groups, including content creators, SMBs, advertisers, and digital publishers.
- Supported research operations by coordinating logistics, scheduling, and data collection to streamline study execution.
- Developed and maintained a comprehensive participant database, ensuring a diverse and qualified pool for various research initiatives.
- Collaborated with UX researchers to identify key participant requirements and tailored recruitment strategies accordingly.

Staff Research Associate II

U.S. Department of Veterans Affairs: Dec 2017 - July 2019

- Conducted in-depth ethnographic research, including interviews, longitudinal studies, and participant observations, to enhance patient health measures and expand accessibility in healthcare research.
- Applied UX research principles to optimize digital health content, increasing engagement and comprehension among older adults.
- Analyzed website analytics and synthesized qualitative/quantitative data into actionable reports for stakeholders.