

Allison Crady

Lead User Experience Researcher

UX Skills

Strengths: prioritize research questions, plan studies, research to launch, build user empathy, and socialize UX methods

Methods: interviews, surveys, usability tests, co-design, journey mapping, competitive analysis, heuristic eval, and UCD

Tools: Sketch, InVision, Flow, Principle, Qualtrics, User Testing, Optimal Workshop, iMovie, Google Analytics, and G-Suite

Awards: Degreed Skill Certification in User Research and User Experience Design, IDF Certification in Usability Testing

Experience

Google Maps | San Francisco, CA | 2018-2019

User Experience Researcher

Supporting multiple Geo product teams and guiding design decisions to empower millions of daily active users

Helping Young City Dwellers and other consumer users to get places, explore their world, and get things to them

Leading exploratory and evaluative research, prioritizing and conducting rapid user and market research studies

Developing study plans, running participant sessions, analyzing data, and determining next steps for product impact

Promena VR | San Francisco, CA | 2018

User Experience Research Consultant

Designing and conducting qualitative discovery research to develop key personas and optimize for key user journeys

Synthesizing market research to guide product strategy that supports both business and user needs

allisoncrady.com | San Francisco, CA | 2018

User Experience Research Consultant

Employing qualitative and quantitative methods to meet business and user goals

Designing and testing prototypes for mobile and web apps using Sketch, InVision, and moderated usability studies

Leading UX workshops with cross-functional stakeholders to build user empathy and to educate in UX practices

Clients include: Visage Recruiting, Elex Technology Solutions, and Meditation (Chi) Virtual Reality

GrowthX Studio | San Francisco, CA | 2017

User Experience Research Consultant

Conducting in-depth interviews, surveys, task analysis, usability, card sort studies, and UX workshops with stakeholders

Clients Include: AreaLive social media app, Sunrise Reservations web app, Calm mobile app and Cureus Medical Journal

CDF Distributors | Nashville, TN | 2016-2017

Marketing Manager, Tech Journalist, Researcher

Lion's Roar Newspaper | New Orleans, LA | 2011-2015

Assistant Editor, Investigative Journalist, Researcher

Qualifications

Vocational Program | UX Design

GrowthX Academy

San Francisco, CA

B.A. | Communication, Journalism

Southeastern Louisiana University

New Orleans, LA