Ira Blossom II

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UX Researcher and Experience Designer | irablossom.com | Linkedin

EXPERIENCE

Google, New York — *UX Research Manager*

2018 - PRESENT

Manage a team of researchers that conducts independent research on tactical and strategic research questions. Collect and analyze user behavior through server logs, online experiments (A/B testing), benchmark studies, lab studies, and surveys. Work with designers, product managers, engineers, sales and marketing to prioritize research opportunities in a fast-paced, rapidly changing environment. Understand and incorporate complex technical and business requirements into research. Evangelize research findings to diverse audiences through written reports and oral presentations.

Google, New York — *Senior UX Researcher*

2015 - 2018

Collect and analyze user behavior through online experiments (A/B testing), benchmark studies, lab studies, and surveys. Work with designers, product managers, engineers, and research managers to prioritize research opportunities in a fast-paced, rapidly changing environment. Understand and incorporate complex technical and business requirements into research. Advocate research findings to diverse audiences through written reports and oral presentations.

Pubmatic, New York — *User Experience Designer*

2014 - 2015

Lead Research and design efforts on the east coast. Create consistent and organized UX processes for a distributed design team. Develop conceptual diagrams, wireframes, usability tests and prototypes for complex projects. Conduct usability studies, competitive evaluations, participatory sessions, user surveys, guerilla usability tactics and other UX testing methodologies.

Pacific Northwest National Laboratory, WA — *Scientist I*

2013 - 2014

Work on the Visual Analytics team in the National Security Directorate to solve problems, specifically related to big data. Develop innovative and creative designs that represent large data sets in a usable way using a user centered design process.

SKILLS

Experience running usability research and testing labs, rapid research programs, remote user testing, heuristic analyses, A/B testing, Wireframing and prototyping, quantitative research methods

Software

Sketch and Adobe Suite

UserTesting.com

Qualtrics

Villanova University, PA — *Bachelor's Degree*

2009 - 2013

B.A., Psychology

Minor, Cognitive Science

Minor, Computer Science

SnipSnap, PA — *Mobile UX / UI Design Intern*

Create user-centered designs through consideration of market research, business requirements, customer feedback, and usability study findings. Translate business requirements into use cases and high-level customer experience requirements. Design the UI architecture, interface, interaction flows, and visual design of new web applications and experiences. Develop conceptual diagrams, wireframes, visual mockups, and prototypes. Develop and maintain detailed user-interface specifications. Present design work to the user experience team, marketing team, and senior executives. Moderate user test groups based on test scripts developed.

Living Social, Washington, D.C. — *User Experience Design / Research Intern*

Prepare test scripts, analyze results, prepare prototypes, and run a usability testing lab. Help the team improve Living Social's products through usability testing. Work closely with product managers, designers, and developers while supporting the User Experience Architects. Support the team's efforts to envision, architect, design, test, and optimize Living Social's consumer, merchant, and sales websites and mobile applications.

National Geographic, Washington, D.C. — *Consumer Experience Research Intern*

Summer 2011

Plan, implement, manage, conduct and present user research using methods including: usability studies, competitive evaluations, participatory sessions, user surveys, personas, guerilla usability tactics and similar approaches. Collaborate with product management and development teams using research data to align goals with user priorities. Facilitate usability sessions and create reels displaying sessions using Morae software.