

LANAE FELICE

UX RESEARCHER

DETAILS

PHONE

(858) 997-9356

EMAIL

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LINKS

[Lanae on LinkedIn](#)

SKILLS

Qualitative & Quantitative
Data Analysis

Journey Mapping

Workshop Facilitation

Usability Testing

Interviews

Surveys

Analytics & Heat Mapping

A/B Testing

Card Sorting & Tree Testing

PROFILE

As an experienced Mixed Methods Researcher, I have owned the planning, implementation, and socialization of research insights throughout my career in UX, as well as in my past career in Employee Wellness and Recreation. I'm highly adaptable and collaborative and have a passion for empathizing with users and stakeholders to drive exceptional product experiences. I'm skilled in fostering strong team dynamics, swiftly pivoting with changing requirements, and confidently making independent decisions to propel projects towards success.

EMPLOYMENT HISTORY

UX Researcher, Inspirato

Jul 2022 — Jul 2023

- Drove research, direction, and prioritization to action on a full .com redesign. (Methods: Historical Research Review, Heuristic Analysis, Analytics, Heat Mapping, Usability Testing, Interviews, Journey Mapping, Workshops)
- Helped Inspirato make data driven decisions in less time, by establishing and streamlining research ops, processes, and procedures for the UXR program as the first and only UXR.
- Directed the iOS roadmap by making recommendations with insights from interviews, surveys, journey mapping, analytics, and a heuristic evaluation.

UX Researcher, JD Finish Line

Aug 2021 — Jul 2022

- Drove research and the successful design implementation for the Account page redesign by facilitating ideation and feature prioritization workshops with insights from card sorting, usability testing, analytics, and best practice research.
- Directed Design and Development of in-store employee apps, with insights uncovered through interviews, observation, and surveys.
- Helped JDFNL make data driven decisions in less time, by establishing and streamlining research ops, processes, and procedures for the UXR program as the only UXR.
- Mitigated risk and increased profit from new designs by rebuilding the A/B testing team and conducting A/B testing.

UX Researcher & Designer, LF Designs (Personal LLC)

May 2019 — Oct 2021

- Led research and design initiatives, informed design strategy, and redirected scope to increase profitability for various clients.

UX Researcher & Data Analyst (contract), Compassion International

Nov 2020 — Aug 2021

- Saved 2K employee work hours & moved 1.7M in funds out of a backlog, by facilitating process mapping workshops with various teams to improve how products map to funds.
- Improved processes and communication for the Data team with personas & journey mapping to understand what internal customers need.

(Past Career) Employee Wellness & Recreation, (Various Companies)

Feb 2010 — May 2018

I used many of the same research methodologies as I do now, to inform program design throughout my career in Employee Wellness and Recreation.

Highlights:

- Led a research team to uncover insights into the cause of high employee turnover through focus groups, stakeholder and internal user interviews, surveys, and best practice research. And designed a dashboard that would help management answer the pain points around employee experience and save on turnover costs.
- Increased personal training revenue by 95% in three months by redesigning the personal training program with insights through interviews, surveys, and observation.
- Saved various companies on healthcare costs, by leading research and design of programs that increased their employee engagement of wellness initiatives.

EDUCATION

**M.S. Industrial/Organizational Psychology, Alliant
International University**

B.A. Psychology, University of Cincinnati

**Graphic Design & UX Certificate, Arapahoe
Community College**

UX/UI Design Certificate , Design Lab

TOOLS

**Prototyping & Workshops: Figma &
FigJam/Mural/Miro**

Repository/Interviews: Dovetail & Grain

Surveys: Qualtrics & Survey Monkey

Analytics & Heat Mapping: GA, Heap, Crazy Egg

Card Sorting/Tree Testing: Optimal Workshop

A/B Testing: Dynamic Yield & VWO

Journey Management: They Do

Project Management: Jira & Trello