

NICOLE ZEFFER

Los Angeles, CA · 734-972-3898 · nzeffer@umich.edu · linkedin.com/in/nicolezeffer

PROFESSIONAL EXPERIENCE

UX Researcher / Discord

Los Angeles, CA (remote)
OCT 2021 - FEB 2024

- Led and executed on discovery-phase research for Discord's Communities team, where the prioritized insights from the research output informed the team's 2023 project strategy
- Identified and prioritized moderators' user needs for Discord's Moderation team, which instigated the creation of new features for moderators on Discord, such as automatic server lockdown mode
- Developed and distributed educational research materials for non-UXR stakeholders, empowering them to run their own research amidst tight UXR resources & timelines

UX Research Analyst / Hulu

Santa Monica, CA
AUG 2017 - FEB 2021

- Fielded an internal usability study and heuristic evaluation to inform major improvements for Hulu's cancellation process, resulting in a 4% conversion from cancellation rate to subscription pause rate
- Led research initiatives on the Personalization team by conducting usability studies alongside other research methods, informing the team's design direction for web, living room, and mobile platforms
- Conducted a top task analysis and baseline study for Hulu's Amazon Fire Stick/Roku apps to provide stakeholders with prioritized improvement areas, redefining the app experience for 8.8 million users

UX Research Intern / Hulu

Santa Monica, CA
JUN 2016 - AUG 2016

- Identified key insights and recommendations for a usability study by testing two proposed mobile prototypes which directly informed Hulu's current mobile strategy and design
- Developed, executed, and moderated a usability study to determine optimal navigation and layout for the Hulu living room TV app

UX Interaction Design Intern / TIBCO

Palo Alto, CA
JUN 2015 - APR 2016

- Designed wireframes using Adobe Illustrator for a mobile application connecting low-income students to music teachers, providing the students with subsidized lessons
- Conducted user research for company projects in order to determine the optimal design for a mobile application and a web-based platform

Research Assistant / RumorLens (Paul Resnick, Associate Dean for Research and Innovation)

Ann Arbor, MI
MAY 2014 - JUN 2015

- Studied and modeled the diffusion of rumors within social networks; co-authored and presented resulting research paper and web app at New York Computing + Journalism Symposium 2014

EDUCATION

University of Michigan School of Information

Ann Arbor, MI
MAY 2017

- *Bachelor of Science in Information – User Experience Design and Information Analysis*
- Dean's List 2015 - 2016
- Relevant Coursework: Usability Evaluation and Needs, Intro to Statistics & Data Analysis, Data Exploration, Data Manipulation, Putting the H in HCI, Social Psychology

SKILLS

Research Methodologies

- Usability Studies, In-Depth Interviews, Discovery-Phase Research, Generative Studies, Remote Studies, Moderated Studies, Unmoderated Studies, Surveys, Heuristic Evaluations, Focus Groups, Card Sorts, Personas, Top Task Analyses, Baseline Studies

Software, Tools, & Programming Languages

- UserZoom, UserTesting.com, Qualtrics, Survey Monkey, Alchemer (SurveyGizmo), Microsoft Excel, Adobe Creative Suite, InVision, Sketch, Axure, Python, HTML, CSS, PHP

ADDITIONAL

Extracurriculars

- Rise Above the Disorder (RAD) / Anxiety Gaming – Volunteer at nonprofit helping those struggling with mental health issues who can't afford care; personally raised a total of \$1,980 for RAD during Twitch charity stream and Facebook fundraiser
- Kappa Theta Pi (University of Michigan) – Served as Director of Professional Development on the Executive Board
- Arbor Esports (University of Michigan) – Won \$400 in scholarship prize money by placing top 64 in North America for the TeSPA 2017 Hearthstone collegiate tournament