Austin, Texas
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Lauren Hamilton

Qualitative UX Researcher specialized in discovery and strategic research efforts. With 14 years of combined research experience, I am an environmental scientist and UX research geek who loves being an advocate for users everywhere. I strongly believe that a solid foundation of understanding user behavior, needs, and motivations is key to building personalized and successful solutions.

EXPERIENCE

Favor, Austin TX — *Sr. UX Researcher*

OCTOBER 2019 - PRESENT

Currently working with Favor's CEO and C-suite led by UXR to help define Favor's future vision. Leading strategic research efforts for all constituents (Runner, merchant, and consumer) via a mix-method approach that will impact Favor's business opportunities and product roadmap for 2024.

Phase I of strategic and vision research efforts consisted of 9, varying quant and qual, projects between middle of August to end of October 2023.

First researcher hired at Favor, brought on to define, design, and develop the UX Research organization with successfully growing the team to 4 by June 2023.

Facilitated company wide strategic planning by leading with research first and foremost to help teams define product roadmaps for 2022+ that will better understand Runner mindset and motivations, merchant business insights and satisfaction, and customer considerations, mindset, and brand loyalty.

Created 15 research templates to help teach PMs, Designers, and teammates conduct their own research efforts. Templates along with coaching led to democratization of research across all of Favor into operations, marketing, and creative teams.

Through product team retros, stakeholder workshops, and compiling a "what can research do?" case study, successfully moved UXR org to be 80% strategic researchers with 20% evaluative research.

Poly (formerly Polycom), Austin TX — *UX Researcher*

AUGUST 2017 - SEPTEMBER 2019

Lead UX Researcher, managing 5+ programs in the shared conferencing tools and product space.

Executed end-to-end research through discovery, usability, and validation testing that led to the successful launching of 7 small to large meeting room solutions within 2 years.

PORTFOLIO

Laurenashleyhamilton.com

Password: sunflower

TOOLS

Airtable - Synthesis

JIRA - Project Tracking

UserTesting - (Un)Moderated Testing

Invision - Prototyping

Figma - Prototyping

Miro - Synthesis, Brainstorming, Retros, & Workshops

Zoom - Remote Testing

Calendly - Participant Recruitment

Confluence - Research Repository

Dovetail - Distilling Research

SKILLS

Strategic & Vision Research Design

Usability Testing

Quantitative Audits & Analysis

Survey Design

My exploratory research on how office workers utilize huddle rooms led to the successful launch of Polycom's first USB all-in-one video conference sound bar called Polycom Studio.

Discovery research and usability testing of a newly designed camera for the Polycom Studio laid the foundation for the next-gen Poly Studio's today.

Partnered with camera engineers to help define and optimize Poly's renowned camera technology.

Experis (for Microsoft), Bellevue WA — *User Research Coordinator*

MARCH 2017 - MAY 2017

Joined the Microsoft Recruiting Team to coordinate and conduct participant recruitment for all Microsoft UX Research studies.

Using Microsoft's participant database, called and screened participants in a friendly, efficient manner to ensure every study was filled with correct participant demographics.

Fulfilled between 20 - 25 studies a week totaling 280 UX Research studies filled within the 3 month long contract.

Professionally was the face of the participants to Microsoft and upheld the brand of Microsoft to participants.

Progress UX Research, Austin TX — *Contract UX Researcher*

SEPTEMBER 2016 - NOVEMBER 2016

Joined this 2 person consulting firm as an intern but quickly turned into a contract position.

Assisted in the later stages of the product cycle with iterative research, usability, and validation testing for clients such as Charles Schwab, Polycom and CapMetro in the greater Austin, TX area.

Managed participant recruitment through online surveys, phone screens, setting up user interviews, and organizing the schedules.

Analyzed data, finding key data points post interviews through Optimal Workshop to write official Topline reports for the clients.

EDUCATION

University of Oregon, Eugene OR — *B.S. Environmental Studies & Minor in Geography*

SEPTEMBER 2005 - JUNE 2009

General Assembly, Seattle WA — *User Experience Immersive Design Program*

MAY 2016 - JULY 2016

User Interviews

Focus Groups

(Un)Moderated Testing

Concept Testing

Desirability Studies

A/B Testing

Customer Feedback

Contextual Inquiries

Participant Recruitment

Participant Screeners