

# ART ZIPPEL, *Sr. UX Researcher*

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## SUMMARY OF QUALIFICATIONS

15+ years' experience in providing development teams and stakeholders actionable insight into user goals, needs, and experiences. Expert in presenting analysis of qualitative and quantitative data for the purpose of guiding product decisions. Adaptive team player, familiar with multi-tasking and finding the most efficient solution based on the project. Experienced in communicating user behavior to stakeholders, marketing and development teams on a wide range of project types.

## AREAS OF EXPERTISE

MODERATED/UNMODERATED  
QUALITATIVE/QUANTITATIVE

COGNITIVE INTERVIEWS  
WEB ANALYTICS

LOCAL/REMOTE  
USABILITY TESTING

## TECHNICAL PROFILE

UserTesting.com, Axure, Morae, Clicktale, Crazy Egg, Mouseflow, HotJar, Google Analytics, Optimal Workshop, Mural, Slack, Word, Excel, PowerPoint, Human Interface Engineering

## PROFESSIONAL EXPERIENCE

**PERFICIENT (DIGITAL AGENCY)** - Irvine, CA

**5/2017 – 6/2018**

### *Sr. UX Researcher*

- Responsible for research efforts on Cedars-Sinai website redesign which included qualitative competitive analysis and heuristic evaluations of identified competitor metrics to guide development decisions
- Lead research efforts on mobile app redesign for AAA Michigan which included unmoderated, remote task-driven and cognitive evaluations to inform team and stakeholders

**WORD & BROWN** - Orange, CA

**1/2013 – 1/2017**

### *Sr. Information Architect II, Lead Researcher*

- Introduced behavioral web analytics to all Word & Brown companies; developed a strategy for stakeholder dashboard to monitor watched pages, conversion flows and form success rates using Mouseflow and Google Analytics that compared mobile and desktop visitor behavior as well as first-time and returning visitor behavior
- Led benchmarking interviews with users for an existing application and tested web-based mobile/tablet application designed to replace existing application

- Conducted remote, unmoderated A/B testing interviews for Marketing department projects
- Responsible for user recruiting and scheduling; users test design, administration, and analysis of onsite, moderated usability testing for all Word & Brown digital products using manual methods
- Lead researcher in charge of writing participant screeners and developing tasks for remote unmoderated and onsite moderated testing and interviews
- Conducted heuristic-driven expert reviews and competitive analysis on a wide range of company products and reported findings to stakeholders and development team.

**ESRI – Redlands, CA**

**12/2010 – 1/2013**

***Interaction Designer/Information Architect***

- Provided research and testing of iOS and Android apps for mobile devices
- Provided quantitative and qualitative analysis of site visitor behavior for a website of 1.5 million-page views a month to guide stakeholder decisions
- Responsible for developing, user-scenarios and recruiting for on-site usability testing
- Lead usability analyst for web metrics using screen recording (Clicktale) and heat map (Crazyegg) software
- Conducted and delivered heuristic-driven expert reviews optimized for stakeholders on company digital products
- Strategized and developed a process for usability testing and cognitive interviews that mitigated sequence bias

**NATIONAL FIBROMYALGIA ASSOCIATION - Orange, CA**

**5/2002 – 1/2010**

***Creative and User-Experience Director***

- Lead persona-driven usability testing efforts for three iterations of company’s website
- Managed user-experience of eCommerce website
- Designed 900 end point user survey that achieved a 92% completion rate
- Produced task, use case and scenario flow charts, and functional UI prototypes for primary website

**EDUCATION**

Usability Analyst Certification (CUA), Human Factors International | Bachelor of Arts in Psychology, Magna Cum Laude, Argosy University | Associate of Arts Degree, Cypress College, Cypress, CA