

Colleen Pellissier

UX Researcher, mom, meditation teacher, yogi, adventurer, collage artist

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Strategy-obsessed, data informed and story-driven Senior UX Researcher. I love working with teams across an organization to drive cohesive insights and impact quickly.

The Mom Project October 2021- March 2024

Senior UX Researcher

- Led UX Research function for core products, including both enterprise and consumer products.
- Served as a leader throughout the research project life cycle, including recommending appropriate methodology, scoping, and coordinating the entire process, facilitating in-field research and post-research synthesis through analysis
- Led synthesis and analysis of research findings – activating the insights gained through observations and interviews and identifying key opportunity areas in the context of corporate strategic direction
- Created and led cross-functional design thinking sprints that drove product strategy and informed product and design decisions.
- Co-led a new product (SelfMade) from idea to live beta with the following stats:
 - Free trial conversion rate of 36% - well above the industry standard of 14%
 - High engaged marketplace with strong efficiency markers 52% client engagement (clients that sent inquiries) and 38% freelancer contact rate (freelancers with inquiries)

Groupon

UX Researcher August 2020- July 2021

Mixed-methods researcher using both qualitative and quantitative methodologies to plan, execute, analyze, and socialize customer interactions with Groupon consumers. I built relationships with leadership, product, design, marketing, sales, and development teams to collaborate on understanding our customers' needs and uncover insights to create a world-class consumer experience. My insights impacted a wide range of consumer-facing products, impacting the experience of millions of customers.

ShopRunner (acquired by FedEx)

UX Researcher June 2018 - August 2020

Designed studies and applied mixed UX research methods to questions, uncover user pain points, and frustrations. Facilitated design sprints and human-centered design thinking workshops cross-functionally. As the solo UXR I owned the entire research process including study design, recruiting and scheduling users sessions, gathering data and synthesis of that data

- Communicated insights that lead to actionable tasks for product and design
- Use storytelling to communicate and demonstrate the impact of UX research to a variety of audiences
- Led democratizing UX research effort by teaching a team of eight product designers on UX research methods and skills
- Collaborate closely with designers, engineers, product managers, and other disciplines to design, implement and track the success of products
- Engage in robust ethnographic research
- Work collaboratively and cross-functionally to identify opportunities for innovation

Fuzzy Math

UX Designer, contract October 2017- March 2018

Worked with clients to help solve complex problems using user-centered design process. I contributed to planning, conducting, and analyzing design research. I worked in highly collaborative teams to define information architecture, interaction design, and functional requirements for products across various mediums, including desktop and mobile.

Awards and Certificates

IDEO U, Human-Centered Service Design certificate, 2019

Copenhagen Institute of Interaction Design (CIID) Certificate of Behavior Design, 2019

IDEO U, Foundations in Design Thinking certificate, 2018

Missouri Review, Henry Miller Award Yoga Dogs, 2017

Education

B.A. English and Telecommunications, 2004
Indiana University, Bloomington Indiana

SALT Institute of Documentary, 2007
Audio Documentary

Designation Design Program, 2017
User Experience Design

Tools

Miro
Maze
Qualtrics
Figma
UserTesting

Skills

Interviewing
Survey Design
Behavior Design
Design Thinking
Ideation Workshops
Ethnographic Research
Documentary Storytelling
Concept Testing
Usability Testing
Prototyping
Strategic Planning