COURTNEY STORM SUTTER | USER RESEARCHER

courtneystorm.com | (404) 388-4674 | linkedin.com/in/courtneystorm | courtney.a.storm@gmail.com

Experience

User Experience Researcher, Watch Team   10/2020 – Present
Vendorpass (Contract) @ Facebook, Seattle, WA
> Leading the Rolling Research program to quickly return qualitative research findings for all of Facebook Watch workstreams such as growth, on-boarding, content acceptance, and overall experience
> Driving research studies from beginning to end with research questions, participant requirements, study design, session moderation, implementable findings, to presentations
> Working with designers, product managers, and developers to mix qualitative and quantitative methods to uncover findings within the users' video streaming experience

Lead User Researcher   9/2019 – 5/2020
Georgia Aquarium-Sponsored Project, Georgia Tech
> Worked alongside an engineer and designer while collaborating with the Georgia Aquarium Guest Services (GS) team to impact their Dolphin Show waiting experience
> Constructed and performed multiple observational studies and contextual inquiries with guests, floor staff, and GS Directors
> Designed and led a participatory design session with GS Directors
> Pivoted from in-person guest evaluation of prototype to expert and stakeholder evaluations through heuristic and survey generation

User Experience Research Intern   6/2019 – 8/2019
Grubhub, Chicago, IL
> Worked alongside Product Managers, Designers, and Researchers to identify research topics and craft research protocols
> Designed, recruited, and moderated in-person usability sessions
> Generated actionable insights and recommendations based on user testing to provide direct user experience improvement
> Acted as consultants to discover, define, and integrate playfulness, alongside design and product management interns

UX Researcher & Strategist   8/2018 – 12/2018
Focus Brands-Sponsored Project, Georgia Tech
> Redesigned Focus Brands' e-commerce experience to more accessible for visually impaired users
> Developed interactive prototypes and conducted user testing
> Designed innovative ordering mechanism to better meet user needs'
> Defined design strategies and guided team through design process

UX Research & Design Intern   6/2018 – 8/2018
Verizon Connect, Atlanta, GA
> Created a brand-new app and experience for the Hum product, including interactions, branding, and styling
> Coordinated with data scientists to identify data points in order to better understand the user journey and pain points
> Worked and collaborated with scrum-based teams to create a more personalized and robust experience for the Hum user experience
> Challenged to incorporate scenarios and use cases utilizing artificial intelligent chatbot

Education

MS Human-Computer Interaction
Georgia Institute of Technology, 5/2020

BS Industrial Design
Georgia Institute of Technology, 5/2018

Skills

Qualitative Research:
Contextual Inquiry,
Ethnography,
Affinity Maps,
Journey Maps,
Persona Generation,
Heuristic Analysis,
Evaluative User Testing

Quantitative Research:
Card Sort,
Survey,
Experimental Study Design

Design Thinking:
Accessibility,
E-Commerce,
Interaction,
Playfulness

Prototyping:
Wireframes,
Paper Prototypes

Communications:
Presentations,
Proposals,
Process Books,
Research Blogs,
Research Reports

Tools

Digital Design Tools:
Final Cut Pro,
Illustrator,
Photoshop,
Sketch,
InVision Studio,
Adobe XD

Research Tools:
Optimal Workshop,
UserTesting.com,
InVision,
R Studio
SPSS

IT'S NOT OUR DESIGN WE ARE MAKING; IT'S OUR USERS' EXPERIENCE WE ARE CRAFTING