OLIVIA TURPIN | UX RESEARCHER

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EXPERIENCE

First American

UX Researcher ....5/2022 – Present

Led numerous research projects across multiple product areas focused on enhancing the transaction experience for real estate professionals, home buyers and sellers, and sales representatives.

- Engaged directly with our users to identify unmet needs, assess the value of new opportunities, and determine usability of our products using a variety of mixed methods approaches.
- Partnered with design and product to inform leadership of actionable user insights that have helped guide product strategy and decision-making.
- Conducted design-thinking workshops with diverse teams to involve them in the design process, build a shared understanding of complex problems, and advocate on behalf of our users.
- Executed on the end-to-end research process in an agile environment, from research planning, study design, recruiting, moderation, analysis, and reporting.
- Supported our research operations through developing a panel management system, establishing an accessible research repository for storing insights and artifacts, and creating reusable research templates to streamline workflows.
- Part of a 6-person cross-functional council that provides guidance for optimizing our product analytics tool (Pendo) by establishing standardized processes and best practices for using the tool.

Pratt DX Center For Digital Experiences

UX Consultant .... 3/2021 – 5/2022

Partnered with clients from Cooper Hewitt, USA Rugby, Mural Routes, Gesso and DPOE-N to provide UX consulting to improve their digital experiences.

- Conducted an eye-tracking study to assess museum-goers visual attention and increase engagement with the Cooper Hewitt website on mobile.
- Analyzed USA Rugby's website visitor data in Google Analytics and Hotjar to segment their users and improve the web experience for target segments.
- Conducted a usability study on Mural Route's website to enhance site navigability.
- Analyzed DPOE-N's web and social media data through Google Analytics and other analytics tools to help increase their reach to professionals in need of funding.

Pratt Institute

Graduate Research Assistant .... 1/2021 – 5/2022

Conducted academic research studies on voice assistants and other IoT devices.

- Conducted interviews and tracked dairy study responses for teen participants' interactions with an Amazon Alexa over a period of 2 weeks.
- Moderated participatory design sessions to engage teen participants in the co-design of an Alexa conversation.
- Performed statistical analysis tests in SPSS on quantitative survey data and performed thematic content analysis on interview transcripts.
- Coauthored 4 peer-reviewed academic papers from the results of our research. Two of which were accepted to the ACM 'Conversational User Interface' Conference ('22) and the Journal of Information and Learning Sciences ('22).

SKILLS

Research Methods
- Moderated/unmoderated usability testing
- Deep interviews
- Contextual inquiry
- Heuristic evaluation
- Cognitive walkthrough
- Card sorting & tree testing
- Diary studies
- Focus groups
- Participatory design
- Eyetracking
- Competitive analysis

Research & Collaboration
- UserZoom
- Usertesting.com
- Optimal Workshop
- Azure DevOps
- Miro

Design
- Figma
- HTML, CSS & Javascript

Analytics & Visualization
- Google Analytics
- Pendo
- Hotjar
- Tableau
- PowerBI
- SPSS

EDUCATION

Pratt Institute
M.S. in Information Experience Design

Virginia Commonwealth University
B.A. in International Studies