

# BRIANNA PRITCHETT

Design (UX) Researcher

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## PROFESSIONAL EXPERIENCE

### **eBay Inc | Design Research Lead**

Customer Service Technology UX Team, Jul. 2019 - current

- Leading and conducting all design research for eBay's external help pages and internal customer service tools internationally, directly influencing many multi-million dollar decisions by VPs and above.
- Establishing the framework for research in the department from the ground up by setting up processes for requesting, conducting, and sharing research. Adjusted this throughout COVID-19.
- Maintaining relationships with a wide group of stakeholders - including PMs, designers, analysts, and senior leadership - to ensure design decisions are well-situated in user needs and behavior.
- Coordinating large scale, cross-continental research projects with external research agencies.

### **Georgia Tech | Contextualized Support for Learning Lab**

Research Assistant, Sept. 2017 - May 2019

- As an independent study, conducted research on how professors of large computer science courses keep track of student progress.
- Studied the relationships between socioeconomic status, spatial reasoning, and CS learning abilities.

### **eBay Inc | Global Customer Experience UX Group**

UI/UX Design Intern, summer 2018

- Created a set of research training materials to be used by eBay's Global Customer Experience department.
- Designed and executed a user research study to better understand how eBay's 8,000 customer service representatives use our tools

### **The Oppia Foundation | User Experience Group**

Volunteer User Researcher, Feb. 2018 - May 2018

- Created and implemented a research plan for exploring how parents interact with their children while using Oppia's online learning tools at home.

### **Massachusetts Institute of Technology | Cognitive Linguistics Lab**

Technical Assistant I, full-time Jun. 2015 - Jul. 2017

- Led multiple projects from research question through report, including one first-author publication and one in *Nature Communications*.
- Initiated and led efforts to make lab analysis pipeline more user-friendly to accommodate lab growth.
- Implemented complex statistical analyses for experiments across the lab.

### **Walt Disney Imagineering | Behavioral Economics Group**

Research & Development Lab Associate, Sept. 2013 - Feb. 2014 & Oct. 2014 - May 2015

- Redesigned and ran a field study from data collection through report presentation.
- Analyzed a large-scale dataset and reported findings to senior researchers to inform next iteration of an international project.

## EDUCATION

### **Georgia Institute of Technology | MS Human-Computer Interaction**

GPA 4.0/4.0, Grad. 2019

### **Carnegie Mellon University | BS Cognitive Science**

Minor in Computer Science, University Honors

GPA 3.63, Grad. 2015

## SKILLS

### **UX Methods**

- Affinity diagramming
- Card sorting
- Competitive analysis
- Contextual inquiry
- Data coding
- Ethnography
- Interviewing
- Literature review
- Scenarios
- Storyboards
- Survey design
- Persona creation
- Tree testing
- User journeys

### **Tools**

- Statistical analysis - SPSS, R, Excel
- Survey design - Qualtrics, Google Forms, UserZoom, Optimal Workshop, Decipher
- Survey distribution - UserZoom panels, Amazon Mechanical Turk
- Prototyping - Sketch, InVision, Figma, Zeplin

## LEADERSHIP

- President, *eBay SLC Engagement Committee*
- Steering committee, *women@eBay SLC*
- Co-treasurer, *MIT Rowing Club*
- Art & Design Supervisor, Booth, *CMU Alpha Chi Omega*
- Publicity Chair, *CMU Crew*
- Tour Guide, *Windchester Mystery House*

## HONORS

- Best Team Project, HCI department awards 2019
- Finalist, GT Convergence Innovation Competition
- Dean's List High Honors, CMU
- Psi Chi, CMU Psychology
- Order of Omega, Greek Leadership Honor Society