

BRIANNA PRITCHETT

Senior Design (UX) Researcher

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PROFESSIONAL EXPERIENCE

Nearside | User Experience Researcher

Design team, Mar. 2022 - Sept. 2022

- Established the UX research practice as the first and only researcher at a series B startup, creating processes for designing, conducting, analyzing and sharing research.
- Operated independently and flexibly in a fast-moving team, leading projects end-to-end across a wide range of methodologies including interviews, surveys, literature reviews, and log analysis.
- Proactively worked with a diverse set of stakeholders across design, product, and growth. Kept user data top-of-mind via trainings, workshops, research artifacts, and regular two-way feedback.

eBay Inc | Design (UX) Research Lead

Customer Service Technology UX Team, summer 2018 & Jul. 2019 - Mar. 2022

- Led and conducted 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.
- Established 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.
- Maintained 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.
- Coordinated large scale, cross-continental research projects with external research agencies.

Georgia Tech | Contextualized Support for Learning Lab

Research Assistant, Sept. 2017 - May 2019

- Independently researched how professors of large computer science courses track student progress.
- Studied the relationships between socioeconomic status, spatial reasoning, and CS learning abilities.

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 four in journals such as *PNAS* and *Nature Scientific Data*.
- 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. May 2019

Carnegie Mellon University | BS Cognitive Science

Minor in Computer Science, University Honors

GPA 3.63, Grad. May 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

- Survey design - Qualtrics, Google Forms, UserZoom, UserInterviews, Optimal Workshop, Decipher
- Collaboration - FigJam / Figma, LucidSpark
- Qualitative analysis - Dovetail, Miro
- Statistical analysis - SPSS, R, Excel

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, *Winchester 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