ALLISON V LEACH

· UX RESEARCHER & STRATEGIST ·

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ABOUT ME

- Innovative researcher who is adept at establishing research departments from the ground-up, combining qualitative observations with quantitative data to form confident, results-focused recommendations.
- Skilled in leading cost-effective and diverse research methodologies, including usability tests, site visits, participatory studies, and intercept interviews.
- Certified expertise in accessibility and universal design.

EDUCATION

2023 • IAAP
Certified Professional in Accessibility
Core Competencies (CPACC)

2013 • California College of the Arts
MFA Design

2010 • Brown University
BA Literary Arts

EXPERIENCE

2024
2020
Included Health (formerly Doctor On Demand)
UX Research Manager and Lead UX Researcher
- Defined foundational insights as Doctor On Demand's first UX Researcher, and grew team within 10 months.
- Directed internal and external studies to de-risk the launch of a new care model affecting 1 million patients.
- Increased company's research velocity by 143% by introducing HIPAA-compliant research democratization efforts (workshops, trainings, guidelines and resource administration) for a team of 17 designers.
- Championed an insights repository that increased the influence of user-centered data in product decisions.
- Started a disability ERG to support a culture of belonging for 120+ employees through educational events, accessibility initiatives, and improved accommodation requests, resulting in a 13% increase in self-IDs.

2020
2015
Autodesk
Senior UX Researcher and UX Research Contractor
- Implemented first research practice for Autodesk's leading cloud-based 3D modeling service, Fusion 360.
- Designed a strategy for research to inform each stage of the product lifecycle, as monthly active customers grew from 55k to 557k over 5 years.
- Directed 40+ cross-functional surveys and studies to advise UX decisions of 20+ essential product areas.
- Synthesized data from multiple sources (NPS/CSAT, usage metrics, customer forums sentiment) to paint a comprehensive portrait of product health over time.
- Collected rich user stories through customer interviews, workshops, and ons-site machine shop visits.
- Evangelized best practices and methodologies company-wide to amplify the influence of research data.

2014
2013
Hightail
UX Researcher
- Pioneered Hightail's user research lab and led research across products: recruiting, script and prototype development, field studies, usability tests, data analysis, and personas.

SKILLS

- Qualtrics Surveys & Text iQ, Tableau, Airtable
- UserTesting.com, UserVoice, UserZoom, dscout
- Prototyping in Figma, Adobe CC, Sketch, InVision
- Google Analytics, Looker, Amplitude, Mixpanel
- Introductory Data Science: Python, R, MySQL
- Usability Testing for Accessibility

CONTINUED LEARNING

2020 • Accessibility: How to Design For All
The Interaction Design Foundation

2016 • Data Science
General Assembly

2015 • Intro to Data Sciences & Analytics
University of California Berkeley