



Jessica Davies

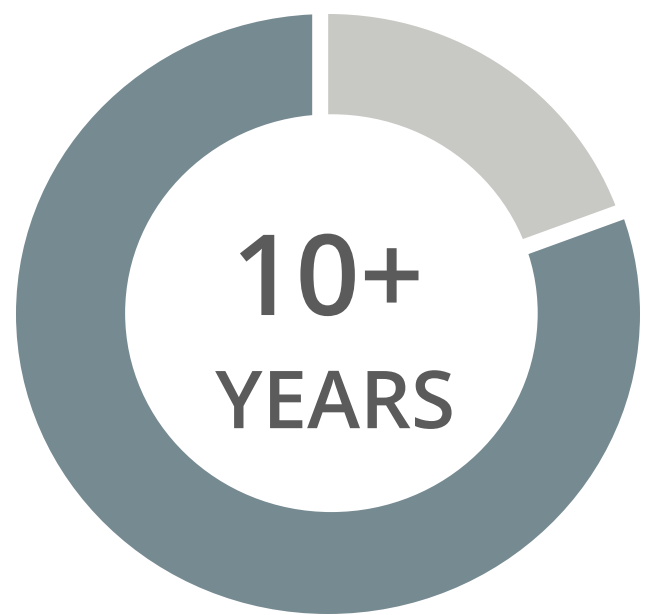
UX Researcher | Strategist | UX Designer

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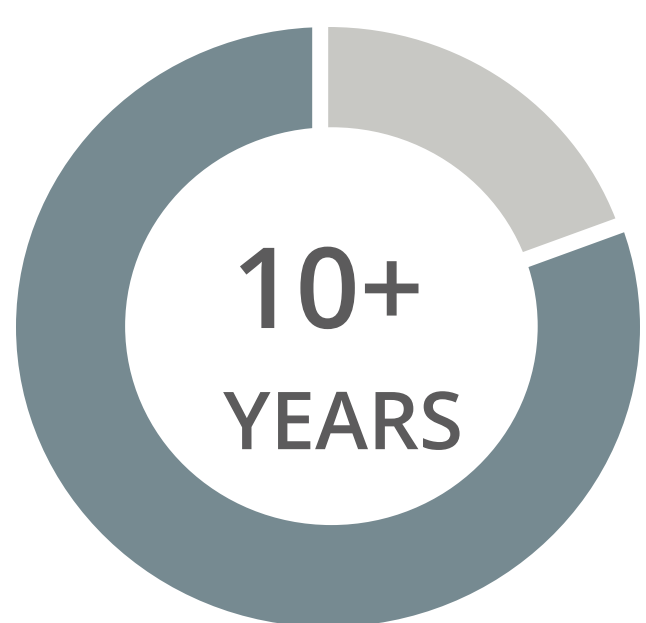
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Research



Strategy



UX Design



Research Skills

- A/B Testing
- Card Sorts
- Collage
- Contextual Inquiry
- Diary Studies
- Design Review
- Discovery
- Ethnography
- Heuristics
- Interviews
- Observation
- Personas
- Prototyping
- Surveys
- Usability Studies
- User Journeys

Experience

Zeus Living | Head of Research | 2019 - present

- Hands-on UX Researcher & Research Dept Head at Zeus Living, a Series B marketplace focused on 30+ day furnished stays for business travelers.
- Used research insights to inform Zeus design & business strategy.
- Managed a 6-month personas in-home ethnography study involving 20 stakeholders to understand the unique needs of 30+ day stay customers.
- Developed and conducted collage and usability studies to help support a radical change to booking flow design, increased conversion 10%.
- Designed surveys to understand market size, competitive landscape, customer demographics/needs, and monitor customer satisfaction.
- Coached and mentored designers, researchers, and product managers to create research plans, conduct research, synthesize, and share results.

Cruise Automation | UX Researcher | 2018 - 2019

- Worked with designers & engineers to solve bleeding-edge AV problems.
- Started research practice from scratch: set up best practices, hired staff, presented and evangelized research throughout the entire company.
- Led many high-impact research initiatives: personas, accessibility, mobile rideshare, and delivery.
- Worked collaboratively with GM to design next-generation AV.

Apple | UX Researcher | 2017

- As a contractor, designed and executed discovery contextual inquiry study to understand Apple-specific collaboration pain points.
- Ran Google Ventures Sprint process to prototype a new internal product to improve collaboration.

IDEO | Design Researcher & Business Designer | 2016 - 2017

- Designed and led qual/quant studies for Edtech/Fintech products.
- Synthesized data and guided team on design iterations.
- Designed and led pricing study for new online Edtech product, insights supported pricing levels of 2x more than originally estimated.

Education

Harvard University M.S. Health Policy & Management ~ Boston, MA

University of California at Berkeley B.A. Psychology ~ Berkeley, CA