

Lauryl Zenobi

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Professional experience

AnthroGuide Manager

AMERICAN ANTHROPOLOGICAL ASSOCIATION

Feb 2016–present

- Increased revenues by \$50k/22% and generated over \$280k in sales by identifying/resolving technological problems and improving customer relations
- Led a user-centered redesign of the AnthroGuide, driven by qualitative and quantitative research with over 200 users
- Redesign resulted in an improved UI/UX of AnthroGuide website and print products
- Advocates for user needs and agile/innovation strategies while assessing Association's technological needs
- Created a new pricing structure informed by user research, qualitative, and quantitative analyses
- Presented digestible research insights to stakeholders and Executive Office
- Supervised production, graphic design, and distribution of AnthroGuide product
- Responsible for hiring and supervising two temporary employees annually

Archaeology Public Outreach Coordinator

BURKE MUSEUM OF NATURAL HISTORY & CULTURE

Dec 2013 - Aug 2015

- Served as point of contact for public inquiries, artifact ID's, historical research
- Planned 4-5 annual museum-wide and department-specific educational events each year
- Managed volunteers for special events and supervised high school interns
- Created educational outreach projects for PreK-12 and diverse cultural audiences

Archaeologist

RECHTMAN CONSULTING, LLC.

Dec 2011–Sep 2013

- Assisted in archaeological surveys, assessments, and excavations
- Prepared lab and field reports for archaeological permitting and preservation

Education

2016 MA Archaeology (PhD candidate), UNIVERSITY of WASHINGTON

2011 BA Anthropology, UNIVERSITY of HAWAII at HILO

Skills

User research, usability testing, product management, rapid prototyping, high-fidelity prototyping, Sketch, Balsamiq, Proto.io, Marvel, UXPin, InVision, Adobe suite (Illustrator, InDesign, Photoshop), Canva, Webflow, WordPress, HTML5/CSS3, Git, R/RStudio.

Professional membership

UXPA, DC Chapter

American Anthropological Association