

Lauryl Zenobi

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Summary

Principal Researcher with over ten years of research experience specializing in building teams that excel at qualitative research and human-centered design strategy.

Experience

Ad Hoc, LLC. Principal Researcher, July 2017–Present

- Manager for a team of six researchers and designers. Hire, train, and supervise ICs and managers of ICs. Directly involved in hiring over 20 researchers. Successfully trained and promoted five researchers and one designer.
- Identify, coordinate, and assign projects for UX researchers and designers. Drive UX strategy and Product Roadmaps through regular touchpoints between Product and UX teams. Ensure UX department maturity and stability by creating working agreements and processes that allow teammates to function autonomously with team-wide awareness.
- Onboard new employees and provide mentorship to junior colleagues. Serve as research subject matter expert and provide mentorship and management to 10+ researchers and designers within Ad Hoc's Department of Veterans Affairs business unit (portfolio encompassing roughly 40% of the company's staff).
- Serve as an intermediary between cross-functional teams, government clients, and other project stakeholders. Align with clients, stakeholders, design, development, and management teams to develop holistic, human-centered solutions.
- Develop and improve project, business unit, and company level research practices, resulting in research teams with a high degree of collaboration and maturity.
- Conduct user interviews, develop research methodologies, plan discovery research, manage research participants, develop research plans, identify areas for future and current research needs, synthesize and analyze research findings.
- Work across departments at various levels within the company to conduct internal research projects, improve existing company departments such as hiring/recruiting, developing career ladders, and department maturity and satisfaction surveys, resulting in research having the fastest time to hire for new candidates, the highest department satisfaction across the company, and above average retention levels.
- Notable projects:
 - 2021-2022: Established a new program that improved the designer and developer experience of VA.gov backend systems. Created a proof of concept for migrating a legacy system to VA.gov as a new patient healthcare portal.
 - 2021: Trained designers to conduct user research. Provided six months of qualitative research coaching for a team of 10 designers.
 - 2021: Conducted consulting effort to launch a covid-19 vaccine signup form on VA.gov, which allowed Veterans to sign up for vaccine availability information at

their local Veterans Affairs Medical Center. Data from this form allowed clinics to better allocate vaccine distribution based on indicated interest in their community.

- 2020-2021: Conducted research with developer and end user groups for the Department of Veterans Affairs (VA) [Lighthouse API Program](#), resulting in a new API for patient health data and improved developer and end user experience.
- 2019-2020: Led human-centered research and design projects to improve customized-off-the-shelf-products and legacy VA systems used by VA employees.
- 2018: Conducted microconsulting research into API Governance Models, resulting in an early pilot of the Department of Veterans Affairs (VA) Lighthouse API Program, which has grown to a world class platform of public and internal APIs that power VA.gov applications and benefits services.
- 2017-2019: Worked with Centers for Medicare and Medicaid Services (CMS) to modernize complex legacy enterprise healthcare reporting systems, resulting in the next generation of [Hospital Quality Reporting's Secure Portal](#), which dramatically improved the experience of hospital employees submitting quality of care data to CMS.

American Anthropological Association. AnthroGuide Product Manager, 2016–2017

- Increased revenues by \$50k/22% by identifying/resolving customer experience issues.
- Spearheaded a user-centered redesign of the AnthroGuide, driven by qualitative and quantitative research with more than 200 users, resulting in simplified end user and content creator experience through an improved UI/UX of website and print products.
- Created a new pricing structure informed by user research, qualitative, and quantitative analyses and successfully convinced executive leadership to support the change. The new structure led to high customer satisfaction by adding pricing flexibility.
- Hired and supervised four temporary employees.

Education

- **Bachelor of Arts, Anthropology:** University of Hawaii, Hilo (2011)
- **Master of Arts and PhD Candidate, Archaeology:** University of Washington (2016)

Accomplishments and Talks

- Author of the first book on switching careers into user research, "[I want a UX job!: How to make a career change into UX research](#)". Published October 2020
- "*How to make a career change into UX research.*" Conference presentations: DENT! The Future At Home (Sep 2021), UXPA Houston Chapter (Dec 2020). Guest lectures: University of Washington Human-Centered Seminar (Jan 2021), Clemson University's Business Anthropology Course (Feb 2018)
- Curator for EPIC 2021 Conference papers and case studies
- Prime UX Academy Mentor, Geneva Cohort, Summer 2021
- "Advocating for the user (researcher)", American Anthropological Association Annual Meeting Presentation (Nov 2017)