

Alejandra Chavarria

Photographer turned UX Researcher. I'm a creative, highly collaborative, qualitative user experience researcher currently working alongside R&D teams. I lead high-impact research, tackle strategic projects and embrace difficult, ambiguous spaces successfully.

New York, NY
786.516.1739
chavarriaestrada@gmail.com
alejandrachavarria.com

EXPERIENCE

PROCORE

Lead Senior UX Researcher

OCTOBER 2020 - PRESENT

Embedded researcher for Platform division with a focus on Data, Ai and Ecosystem, conducting high risk, complex, and high impact research in these spaces. Oversee all research opportunities, including scoping, roadmapping and resourcing of division projects.

Partner with Data Analytics to triangulate data and communicate compelling stories about our users.

Coach UX and product department on research ops best practices, communicating the end-to-end process and mapping each phase to the appropriate guides, templates, and tools.

UX Researcher

AUGUST 2019 - OCTOBER 2020

Embedded researcher for Connected division with a focus on Growth.

IBM

User Researcher

JANUARY 2018 - JULY 2019

Designed, implemented and facilitated cross-disciplinary research studies that defined the long-term product vision and strategy around getting development teams to build, test, and deploy using IBM Cloud.

R/GA

Experience Strategist

JUNE - SEPTEMBER 2017

Researched and analyzed user behavior and intent across platforms to distill key insights for stakeholders. Built strategies and concepts which maximized user experiences for clients such as Nike, ESPN and Uber.

EDUCATION

Savannah College of Art and Design

MA Design Management, 2017

BFA Photography, 2010

RESEARCH SKILLS

Ethnographic Studies

Contextual Inquiry

User Interview

Co Creation

Concept Testing

Usability Testing

Journey Mapping

Data Analysis

Project Scoping

Workshop Facilitation

TECHNICAL SKILLS

User Testing

Adobe CS

Figma

Miro

Jira

LANGUAGES

English, Spanish

PROJECTS / ACCOMPLISHMENTS

Generated research findings that **led to restructuring of CS department** as with a refreshed onboarding and customer implementation process for SMB segment.

Drove **strategic, foundational understanding** of high-value infrastructure sector for entire organization; produced scalable learnings for org consumption and knowledge share.

Created **research repository** which empowers all company employees with user-centric data, helps prevent knowledge silos across teams and inspires a healthier research culture.

Lead **UXR Team Critique**, enabling researchers to both source feedback on UXR projects and skillshare with fellow practitioners.

Manage Procore's **Self-Perform Research program, democratizing UX research** across the Product & Technology department through guides, templates and live content