

Sarah Caplan

UX Researcher

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A collaborative self-starting UX Researcher with corporate research experience from start-ups to AI to Google and product management experience.

Research Methods

Qualitative In-depth interviews, concept testing, prototype user testing, remote usability testing (moderated, unmoderated), customer feedback synthesis, rapid iterative testing (RITE) methodology, Design Thinking, design sprints, guerilla usability testing, heuristic evaluations, Critical User Journey evaluation, human-centered design

Quantitative Card sorts, tree tests, first-click tests, personas, website intercepts, follow-on surveys, online surveys, mobile surveys

Professional Experience

Pinnacle - UX Researcher

DECEMBER 2022 - JULY 2023

UX researcher for B2B startup using GenAI to coach new managers for career growth.

- Explored and identified new managers' challenges by conducting in-depth interviews and mining online forum data for insights into new manager challenges
- Collaborated with CEO and CTO to identify priority questions, study goals, and target users
- Developed a research plan and strategy balancing generative and evaluative research goals
- Evaluated generative AI concepts, developing the wireframes in Balsamiq
- Delivered insights on concepts within a month

Profi - UX Researcher

APRIL 2022 - OCTOBER 2022

First UXR at this coaching platform startup delivering end-to-end services for online coaching.

- Established an iterative UX Design feedback program using the Maze platform
- Identified product opportunities for analytics & reporting
- Collaborated with Sales Team, Customer Support Team, Product Management, and UX Design
- Developed the B2B research recruiting pipeline
- Led in-depth interviews from recruiting to report & presentation, presenting to a cross-functional audience

Google - UX Research Associate

MARCH 2021 - APRIL 2022

Rapid iterative testing of 20+ LLM chatbot prototypes.

- Partnered with 5 UX designers on RITE study; evaluated 20+ AI chatbot design iterations
- Coordinated design work to create clickable chatbot prototypes
- Recruited participants: created screener, managed session scheduling, distributed incentives
- Conducted remote usability testing sessions and heuristic evaluations of Critical User Journeys
- Created focus for design iteration efforts through research insights

Esurance - UX Researcher

SEPT 2018 - AUG 2020

1 of 4 UX Researchers responsible for internal support tools as well as customer applications on mobile and desktop.

- Managed research vendor, extended in-house team's capabilities
- Co-led Design Thinking Sprint for UX Design, Product Management, and Customer Success
- Created user personas with mixed methods research as team effort
- Conducted unmoderated usability tests of mobile and desktop designs

Cornerstone - Product Manager

SEPT 2013 - SEPT 2015

Incorporated human-centered design into product management for LMS & e-commerce products at HR Tech company.

- Led Voice of the Customer feedback sessions; fostered relationships with customers from Fortune 500
- Initiated customer on-site visits, using insights to establish product vision
- Partnered with Engineering, Quality Assurance, Project Management, Customer Support
- Led feature development in fast-paced Agile environment, releasing 3-5 features quarterly
- Conducted guerilla usability testing and created prototypes in Axure RP

Independent Projects

AUGUST 2023 - JAN 2024

Exploring the needs of new managers

- Produced generative study to understand challenges new managers face at work
- Identified opportunities for a service-based solution to assist in staff development plans

Understanding the time-constraints and challenges of the cannabis marketing industry

- Conducted industry immersive research at a conference for brick-and-mortar retailers
- Led generative guerilla research uncovering top challenges impacting package design

Skills

Collaboration Stakeholder interviews, storytelling, voice of the customer, cross-functional team management, leading sprints & workshops, Agile development, Scrum teams, design research, end-to-end research, wireframes

Tools GSuite (Gmail, Google Calendar, Forms, Sheets, Docs), Microsoft Suite (Outlook, PowerPoint, Excel, OneNote, Teams), UserZoom, UserTesting, Balsamiq, Axure RP, Hotjar, Alchemer (fka Apptentive), Adobe, Sketch, Maze, Miro, Mural, Figma, JIRA, Confluence, Notion, Webflow

Education

SEPT 2008 - SEPT 2011

Bachelor's degree from New York University, New York, NY