

# Jessica Wood

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**Location:** Seattle, WA | Open to Remote, In-person, & Hybrid Roles

## QUICK SNAPSHOT

*Experienced user researcher with 15+ years of expertise in user experience insights and user-centered outcomes across a variety of industries including health and pharmaceutical, automotive, and technology. 5+ years of team leadership experience.*

*Cross-Functional Collaboration*

*Card Sorting / Tree Testing*

*Contextual Inquiry*

*Product Design Assessment*

*Video/in-person Interviews*

*Heuristic Research*

*Usability Testing*

*Survey Design*

## PROFESSIONAL EXPERIENCE

### MICROSOFT - User Researcher (Nov 2023 - July 2025)

#### *Foundational Research*

- Conducted intercept interviews with 20 Microsoft MVPs to explore workflows for answering community forum questions; surfaced UX improvement opportunities for Learn Q&A
- Led an exploratory study with AI developers to identify product consolidation opportunities, reducing cost and streamlining build time
- Led discovery research on Learn Q&A and Answers platforms to uncover user needs and perceived value

#### *Evaluative / Usability Research*

- Conducted usability study on Microsoft Learn documentation site; provided insights to improve the Table of Contents and "In This Article" experience
- Evaluated user ability to navigate Q&A threads with multiple accepted answers; identified concepts to improve comprehension and navigation
- Benchmarked Q&A thread experience against Reddit, Stack Overflow, and Apple forums to guide intuitive thread design
- Performed heuristic evaluations across three Learn products, uncovering bugs and usability issues pre-launch
- Ran multiple card sort and tree testing sessions to evaluate the effectiveness of Learn's global navigation

#### *Concept / Preference Testing*

- Led unmoderated study testing user preferences and trust across three AI summary designs; insights directly informed final design selection

### *Quantitative*

- Analyzed 1,000+ lines of user feedback on Copilot prompts; synthesized key themes to inform Copilot prompt development

## **INSPIRE - Lead UX Researcher (Jan 2019 - Aug 2023)**

### *Foundational Research*

- Spearheaded exploratory interviews on homepage usability; influenced marketing-led redesign
- Conducted persona development research using interviews, post analysis, and surveys
- Ran concept testing to understand motivators/barriers around linking health records to an app
- Directed a 3-year innovation research initiative for Inspire's mobile experience

### *Evaluative / Usability Research*

- Conducted moderated usability testing that led to major improvements to sort/filter; follow-up survey showed 65% satisfaction boost
- Performed heuristic evaluation to identify bugs and usability gaps
- Conducted iterative design studies to refine bio page format, resulting in 80% increase in updates

### *Mixed Methods*

- Led a mixed-method study (survey + interviews) that resulted in a 32% increase in user-generated posts

### *Quantitative*

- Used A/B testing to optimize email subject lines for higher open and click-through rates
- Created and analyzed surveys for satisfaction and behavior tracking

### *Strategic / Cross-functional Impact*

- Established and scaled UX research at Inspire
- Presented 30+ stakeholder-facing reports that shaped product and content direction
- Oversaw video tutorial production to support onboarding for new users

## **INSPIRE HEALTH - Insights Senior Research Manager (Nov 2018 - Jan 2019)**

### *Quantitative*

- Designed and programmed 60+ surveys for pharmaceutical clients
- Led 25+ end-to-end studies on topics like COVID treatment experience and clinical trial perception

### *Qualitative*

- Wrote and moderated 40+ interview guides on topics like insurance, mental health, and clinical protocol

### *Strategic / Cross-functional Impact*

- Developed SOPs for onboarding and tool usage (Alchemer, Salesforce, Monday)
- Trained and mentored new researchers

- Ensured HIPAA compliance and handled PHI/PII in pharma research

## **ENPRECIS - Senior Research Manager (Jul 2013 - Sep 2018)**

### *Qualitative / Field Research*

- Led contextual design studies including in-field interviews, storyboarding, and process mapping

### *Quantitative*

- Managed 30+ survey research projects for global automotive clients
- Increased longitudinal response rates by 57%

### *Strategic / Cross-functional Impact*

- Collaborated with product, engineering, and marketing teams across departments
- Oversaw onboarding of new research hires

## **NIELSEN - Research Manager (Jun 2011 - May 2013)**

### *Quantitative*

- Designed telecom studies and streamlined survey instruments to reduce time by 10+ minutes
- Led analytics and reporting using SPSS and Marketsight
- Managed offshore reporting and ops teams to streamline request systems and reduce turnaround by 83%

### *Strategic / Cross-functional Impact*

- Led weekly syncs with clients and internal teams
- Trained client managers and internal teams in survey design and analytics tools

## **EDUCATION**

**Master of Arts (MA) in Applied Sociology**, Northern Arizona University

**Bachelor of Arts (BA) in Social Science**, University of Washington

## **TECHNICAL SKILLS**

**Qualitative and UX Tools:** Figma, Maze, Optimal Workshop, UsabilityHub, Userlytics, Usertesting, UXTweak, HeyMarvin, Notably, ChatGPT, Figma, Sketch

**Quant Tools:** Alchemer (SurveyGizmo), Google Forms, Maze, Microsoft Forms, Qualtrics, SPSS, SurveyMonkey, TypeForm, Excel

### **Languages**

English (native), American Sign Language/ASL (professional)

### **Skills**

Usability testing, heuristic analysis, qualitative research (including interviews and focus groups), quantitative research (including surveys), contextual inquiry, card sorting, tree testing, persona development, A/B testing, storytelling, strategic insights, thought leadership, data visualization, primary research, project management, process improvement, team leadership, prototyping