

# Jessica Wood

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

## QUICK SNAPSHOT

*Experienced UX researcher with 10 years of experience delivering user and customer insights that drive shipped products and user-centered outcomes across health and pharmaceutical, automotive, and technology sectors. Brings a strong track record of working within agile and sprint-based teams, leading research workshops and applying AI-powered UX tools to inform product strategy and improve speed of research. Offers 5 plus years of team leadership experience.*

*Health and Pharma experience*

*User Journeys*

*Contextual Inquiry*

*Diary Studies*

*AI Driven*

*Heuristic Research*

*Usability Testing*

*Survey Design*

## **MICROSOFT - User Researcher (Vendor) | Senior Level (March - Present)**

- Drove product improvements by conducting and synthesizing insights from moderated interviews sharpening ICM Teams app discoverability, prompt effectiveness, and support for users joining active incidents
- Presented actionable insights to cross-functional stakeholders, helping the team prioritize design and product decisions around discoverability, prompt strategy, privacy expectations, and trust in AI-generated outputs
- Collaborated with design to turn user feedback into revised concepts, including clearer entry points, stronger privacy signals, more relevant prompts, and improved support for users joining active incident

## **MICROSOFT - User Researcher (Vendor) | Senior Level (2023 - 2025)**

- Conducted intercept interviews with 20 Microsoft Most Valuable Professionals (MVPs) to uncover workflows for answering community forum questions, surfacing usability gaps that informed improvements to both the Learn Q&A experience and the MVP dashboard
- Led a foundational study using moderated interviews on Q&A and Answer Community platforms, uncovering unmet user needs that directly informed Microsoft Learn's product vision and roadmap for a unified experience
- Conducted usability research on the Microsoft Learn documentation site that informed redesign of the Table of Contents and "In This Article" features, improving content discoverability and reducing navigation friction

- Partnered with Informational Architect (IA) team to conduct card sort and tree testing research to evaluate Learn's global navigation, surfacing structural improvements that shaped the long-term navigation strategy
- Strategized with design team to conduct rapid preference testing of AI summaries that led to the adoption of an in-line citation design validated by users
- Conducted an experience walkthrough of Q&A threads, uncovering pain points in how responses were displayed and navigated; insights informed layout changes that made threads easier to follow
- Led end-to-end research project to evaluate Collections, Plans, and Challenges; insights shaped new design recommendations to make saved content and learning tools more intuitive and accessible
- Analyzed verbatim user feedback on Copilot prompts; synthesized key themes to inform Copilot prompt development
- Conducted heuristic evaluations across three new Learn products, aligning product managers and design on Sev 1/2 fixes before launch and preventing post-release usability issues
- Designed targeted screeners that ensured representative participant samples, strengthening the reliability and impact of research findings

### **INSPIRE - Senior UX Researcher (2019 - 2023)**

- Spearheaded exploratory interviews on homepage usability; influenced marketing-led redesign
- Partnered with design to build personas through interviews, post analysis, and surveys, using them to humanize users, helping stakeholders reduce bias in decision-making
- Conducted moderated usability testing on sort/filter options in search, generating insights that drove design improvements and resulted in an 11% increase in user satisfaction
- Conducted first-click testing on a prototype of the new member feed; findings guided design changes that made the experience more intuitive for users
- Led a concept testing project which explored linking health records to personal profiles, uncovering user motivators and privacy concerns that directly informed product feasibility and prioritization decisions
- Led end-to-end generative mixed-method study that uncovered drivers and barriers to creating new posts within a community, revealing the impact of empty profiles and the value of moderator prompts, guiding new engagement solutions
- Established and scaled UX research at Inspire, embedding research into product and content strategy decisions
- Mentored junior researchers through onboarding, training, and regular feedback, serving as a go-to resource for questions and guidance
- Presented research to stakeholders, translating findings into recommendations that informed strategic decisions shaping Inspire's website design, onboarding experience, and community content
- Oversaw video tutorial production to support onboarding for new users

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

- Conducted field-based usability testing of syringe prototypes with patients, observing real-world handling, administration behaviors, and pain points to inform safer and more intuitive product design
- Designed and programmed surveys that supported pharmaceutical clients in shaping marketing materials, clinical trial protocols, and patient outreach resources
- Designed and executed a generative diary study with members undergoing dialysis, revealing pain points in scheduling, wait times, and in-clinic experience that informed advertising and marketing products
- Owned end-to-end execution of pharmaceutical research studies that informed clinical trial recruitment strategies and marketing materials, with a focus on cancer treatments, insurance access and costs, mental health, and clinical protocols
- Developed processes that improved survey design quality and strengthened consistency in survey programming across the team
- Developed standard operating procedures for onboarding and research tool usage, including Alchemer, Salesforce, and Monday
- Ensured HIPAA compliance and safeguarded PHI/PII in pharmaceutical research, protecting sensitive patient data and maintaining client trust

### **ENPRECIS - Senior Research Manager (2014 -2018)**

- Coordinated and conducted on-site vehicle field testing at dealerships, recruiting participants, facilitating in-car usability sessions, and translating findings into clear recommendations for product development
- Conducted a contextual inquiry with global automotive clients on their use of the in-house BI tool, uncovering gaps between intended and actual usage
- Collaborated with the team to journey map and storyboard a redesign of the PowerBI tool to better address user needs and pain points discovered during inquiry
- Designed, programmed, and maintained surveys for global automotive clients to identify and prioritize “designs gone wrong” (DGWs) and “things gone wrong” (TGWs), enabling manufacturers to plan redesigns and mechanical fixes for upcoming vehicle launches
- Owned end-to-end execution of ad-hoc client surveys, delivering insights on vehicle features, advertising effectiveness, and dealership satisfaction to support data-driven decision making

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

- Redesigned telecom surveys, streamlining instruments to reduce completion time by 10+ minutes and improve response quality
- Managed offshore reporting and operations teams, streamlining request system and reducing turnaround
- Facilitated weekly syncs with clients and internal teams to align research deliverables
- Trained client managers and internal teams in survey design and analytics tools (SPSS and Marketsight), enabling them to manage requests independently and reducing reliance on the research team

## **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, Excel, SQL (Beginner)

### **Languages**

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

### **Skills**

Usability testing, heuristic analysis, ethnographies, qualitative research (including interviews and focus groups), quantitative research (including surveys), contextual inquiry, card sorting, tree testing, persona development, diary studies, A/B testing, storytelling, strategic insights, thought leadership, data visualization, primary research, project management, process improvement, team leadership, prototyping, SPSS statistical analysis (e.g. t-tests, correlation, etc.), SQL queries