

Sarah Chollar

User Experience Researcher

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Overview

- Strategic UX researcher specializing in mixed-methods research with 10+ years of experience across Meta, Amazon, and Google.
- Proven track record of delivering insights that shape product strategy, drive innovation, and influence leadership decisions in fast-paced, cross-functional environments.
- Experienced in AI product development for hardware, software, and mobile apps; leverages AI tooling throughout the research process.

Education

Master of Arts Psychology, Systems Neuroscience | University Of California, Riverside (2009)

Skills, Methods & Tools

- **Core Skills:** Experimental Design, Qualitative & Quantitative Analysis, Creative Data Visualization, Foundational/Generative/Strategic & Tactical Research, Roadmapping, Defining Metrics & Measuring Impact, Audio/Video/Photo Editing & Graphic Design.
- **Research Methods:** Interviews (in-depth 1:1, guided survey, semi-structured), focus groups, panels, workshops (ideation, insight activation, roadmapping, design sprint, co-creation), concept testing, usability (moderated, unmoderated), observational studies, competitive analysis, heuristic analysis, task analysis, A/B testing, tree testing, information architecture, ethnography & field research, journey mapping, persona development, CMF evaluation, ergonomic evaluation, literature review & synthesis.
- **Software Tools & Research Platforms:** Qualtrics, SurveyMonkey, UserTesting, UserZoom, Sawtooth, Figma, FigJam, Pendo, Jira, Confluence, Miro, Airtable, Asana.

Experience

User Experience Researcher

Judge Group, hybrid for Google (03/2026 to 04/2026)

- **Ads Privacy & Safety:** Created novel method for concern mapping with multiple approaches to visualization of key opinion former concerns and impacted Google policy/products to identify gaps and consolidate resources, increasing efficiency for rapidly constructing narratives.
- Conducted secondary research for data privacy study; used AI (Figma Make) to creatively display literature review as an interactive dashboard.
- Created interactive personas of congressional staffers leveraging Figma Make AI; included additional JTBD analysis of needs for legislators & staffers.
- Developed novel approach for content and thematic / sentiment analysis of publicly available government data to provide insight into key opinion former questions and concerns about ads issues (e.g., data privacy, tracking, consumer harms, etc.).

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Usability Specialist, III

Aditi, hybrid for Amazon (03/2025 to 08/2025)

- Developed and led a Rapid Research program for One Medical for 0-1 AI hardware and software healthcare experience. Delivered foundational and usability insights across 3 studies in 3 months. Findings influenced over 20 product categories and informed long-term strategy for VP-level leadership.
- Redesigning One Medical's satisfaction survey program for AI supported EHR using Qualtrics Stats IQ and Pendo, integrating qualitative and quantitative data to validate a new CXO framework and benchmark user satisfaction across 10 domains.
- Built One Medical's first provider research recruitment database, assisted with implementation of Dovetail and AI features, and created reusable documentation (handbooks, templates, resources) to scale research operations.
- Led IA testing protocol for One Medical mobile app using UserTesting tree tests and A/B testing. Delivered actionable insights and templates for ongoing design-led evaluation.

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Iconma, hybrid for Google (11/2024 to 01/2025)

- Workplace Chat: Delivered in-depth competitive research to drive product strategy, evaluate current state, and inform design. Tested and challenged strongly held team assumptions.
- Identified opportunities for AI enhancements for SMB messaging needs.
- Research ops enhancements to speed onboarding and facilitate access to research tooling.

Usability Specialist

TEKsystems, hybrid for Amazon (04/2024 to 10/2024)

- Industrial Design: Delivered quick turnaround RITE studies for AI wearable electronics hardware; recommendations improved product fit, comfort, stability across design sprints.
- Research ops enhancements: built recruiting database, improved TAT, EOU & accuracy.
- Brief comparing research scales supported UXR method change, simplified reporting, aligned teams and promoted understanding of methods and value of research across Amazon.
- Development of an anthropometric classification system using 3D head scan data to estimate rates in the US population, corrected sizing projections & strengthened research findings.

Sr. User Experience Researcher

TEKsystems, remote for Centene (06/2023 to 4/2024)

- Healthcare: Foundational & usability research for electronic medical records software led to design changes for increased EOU, identification of pain points, JTBD analysis.
- Aligned teams on needs of users across persona types, provided foundational knowledge around multiple audit processes to change direction to modular design & increase revenue.

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- Built research ops process to align across pillars, create North Star Vision & 5 year roadmap. Participated in evaluation of Copilot AI for increasing productivity.
- Development of metrics to benchmark & measure impact of UXR team; promoted visibility of UXR across IC researchers, functions, and org pillars.

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Meta, WhatsApp (06/2022 to 06/2023)

- Business App Monetization: Uncovered consumer value for marketing messages to create a model of value, frequency, position in funnel & desired controls to manage influx of messages; used to build symbiosis for business/consumer into development of 0-1 product.
- Thought leadership in design of controls on the consumer WA side to organize messages, retain value of personal messaging, and provide feedback loop to optimize business success.
- Privacy policy work addressed transparency issues and concerns with updates to agreements; revealed major pain points and led to updated summary of changes; mitigated risk.
- International field research measured success of alpha product launch, built empathy and connected teams with users in Brazil, highlighting the impact of culture on business needs.

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TEKsystems, hybrid for Meta (10/2021 to 06/2022)

- Monetization: concept testing, usability, competitive analysis to support the development of 0-1 products and business enhancements for WhatsApp Business App.
- Flagged major usability issues prior to release for Multi-Device feature that changed design direction and product offering; focused team around needs to increase EOU.
- Identified opportunities for business enhancements & monetization in Communities.
- Worked with Data Scientist & Marketing partner to define features and UX for 0-1 Lead Generation product; provided clarity around needs for CRM vs Lead Gen to align team.

Scientist, Human Factors & Data Science

Exponent (08/2017 to 03/2021)

- End-to-end project management for internal and domestic studies, scaled data collection for MLM, for virtual reality (VR) devices, augmented reality hardware (head mounted and handheld devices), touch screens, digital assistants, audio hardware, mobile & software applications.
- Identified novel options for acquiring difficult to obtain large datasets.
- Improved tracking system and procedures for transfer of data across international & domestic study sites moving the needle to virtually zero loss.