

JILL MEYERSON

User Experience (UX) Researcher

Experienced with multiple domains: employee and customer-facing websites and applications, robotics, and smart assistants. Specializes in qualitative research, using empathy to identify and understand user needs and the “why” behind them. Validates qualitative data with quantitative data, ensuring accuracy of findings. Carefully considers business needs, user needs, and technical constraints when making design recommendations. Passionate problem-solver, professional writer, and former Communications Manager at a Fortune 58 company.

EXPERIENCE

UX Researcher | *U.S. Bank*

10/2018 – Present

Assists in leadership of research strategy and completes end-to-end research for key initiative, do-it-yourself digital banking.

- Completes in-depth scoping with team to assess initial requirements and research needs.
- Performs competitive analysis of features/enhancements by reviewing competitor market research reports, task flows, and websites/apps.
- Advises and collaborates with team to identify research questions and information needed to inform design work.
- Designs research plans and selects most effective methods by considering research goals, target users, and timelines.
- Completes research in-person and through remote moderated and unmoderated environments.
- Employs a variety of research methods including interviews, surveys, participatory design, click/tree testing, journey maps, usability testing, open/closed card sorts, A/B testing, diary studies, and contextual inquiry.
- Uses a variety of software/hardware to complete research, including UserZoom, Qualtrics, Camtasia, Mural, and equipment in usability labs.
- Analyzes research data and shares read-out of results and design recommendations.
- Measures performance of features and enhancements after going live.

UX Researcher | [Robotics Laboratory for Progress](#)

9/2017 – 9/2018

1 Provided expert UX research, consulting, and recommendations for robotic mobile manipulation food delivery project.

- Interviewed users and stakeholders to identify and understand their needs.
- Created personas, plus empathy and journey maps to describe and document users’ thoughts, feelings, and experiences.
- Identified user objections to using robotics and learned how to iterate on the design to improve adoption.
- Conducted qualitative usability testing using think-aloud protocols.

- Worked closely with engineering to adjust variables affecting the user experience: workflow, locomotion and arm speed, user interface, conversation design, and gestures.
- Regularly reviewed and discussed current constraints and determined best methods to overcome obstacles and improve the experience.

2 Initiated research study and recruited and built multi-disciplinary research team of faculty and students to investigate the potential of using assistive robotic devices to augment care for older adults living in nursing homes.

9/2017 – 4/2018

- Completed academic literature review of older adults' challenges and industry review of current assistive robotic devices in the marketplace.
- Designed comprehensive needs assessment study including hypothesis, recruitment requirements, methodology, and data analysis.
- Designed and drafted: screener, consent and assent forms, recruiting materials, interview questions, moderator guide, and debriefing document.
- Worked closely with the University of Michigan Institutional Review Board to modify the research plan, according to their feedback.

UX Researcher | [*Michigan Autonomous Vehicle Research Intergroup Collaboration*](#)

5/2017 – 9/2017

Designed driving simulator study to determine if timing and content of messages delivered to humans from autonomous vehicles (AVs) affect human trust levels.

- Completed intensive academic literature review of AVs and the correlation of physiological responses to stress, which relates to trust levels.
- Investigated methods for measuring stress to assess trust levels, including galvanic skin response, eye movements, and heart rate.
- Published [*Explanations and Expectations: Trust Building in Automated Vehicles*](#)

Communications Manager | *Bank of America Information Security*

11/2014 – 1/2016

Supported core information security teams, simplified complex content, and improved overall communications quality.

- Partnered with Infrastructure Engineering and Applications Services teams, providing consulting and content to support their initiatives.
- Conducted needs assessment to improve relevance and quality of content by facilitating and gathering data via domestic/international focus groups.

EDUCATION

- University of Michigan School of Information
Master of Science in Information – Human Computer Interaction
Magna cum Laude
- University of North Carolina at Charlotte
Bachelor of Arts in English Language and Literature, Minor in Psychology
Magna cum Laude

PROFESSIONAL DEVELOPMENT

- Speaker at Minneapolis World Information Architecture Day, 2020
- Attended International Conference on Robotics and Automation, 2019