

Alice Walker-Lampani

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I am a human-centered researcher with a passion for integrating the end user within design, connecting the space between research and the creative process. My work is focused in understanding people and our world around us to improve experiences, services, and systems.

EDUCATION

University of Wisconsin- Madison – Bachelor of Science— 2016

Focused coursework in human-centered design and research.

Graduated with degrees in English Literature, Digital Sociology and Graphic Design

EXPERIENCE

Senior Research Manager, Maru Matchbox- Qualitative Center of Excellence;

July 2021- Present

- Below responsibilities with the addition of the following:
- Lead client debriefs and presentation of report findings
- Create research proposals and bids for prospective client work
- Train teammates and coworkers on qualitative research platform
- Manage completion of internal projects- managing other team members and internal communication with other divisions of Maru Matchbox

Research Manager, Maru Matchbox- Qualitative Center of Excellence; September 2019- July 2021

- Worked directly with clients from kick-off to report delivery to ensure successful collaboration, service, and deliverables.
- Wrote discussion guides based on client objectives, utilizing virtual in person research methodologies
- Lead moderation for qualitative research projects- synchronous and asynchronous (usability, IDIs, digital ethnographies, ride alongs, forum boards)
- Analyzed research and created quick turn deliverables and reports to communicate complex insights including strategic design recommendations based on research.
- Specialized in projects regarding User Experience Research

Design Researcher/Strategist, Adaptive Patterns; February 2019 - August 2019

- Advocated human centered research within software product development and uncovering the “unknown unknowns” for innovation.
- Facilitated meetings with new clients, identifying business goals, articulating research objectives, and developing proposals.
- Managed research projects and communication of projects to stakeholders.
- Led qualitative research efforts through planning, execution, analysis, and presentation of findings and strategies.

User Research Specialist, Brain Child Studios; November 2018 - January 2019

- Performed stakeholder interviews to validate internal alignment and identify research hypothesis and objectives.
- Conducted research via methods of interviews (remote stakeholder and user) and surveys.
- Identified actionable insights and design strategies through synthesis and analysis of conducted interviews.
- Identified audience segments, developing screeners; recruiting and scheduling participants.

SKILLS

- 6+ years of Qual/Quant Methods; heuristic and competitive reviews, field research, behavioral observation, surveys, interviewing, card sort, eye tracking software
- 2+ years working in UX/UI testing, prototyping, wire framing
- Accessibility training for UX
- Qual/Quant Analysis methods; coding, affinity mapping, personas, journey mapping, task flows, cross tab
- Independent and group time management
- Strategic thinking
- Video editing
- Research design and planning
- Report writing, summarization, and visual presentation
- Facilitation/brainstorming techniques, stakeholder alignment, ideation sessions
- High interpersonal intelligence and communication skills
- Knowledge around human centered design and design thinking

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EXPERIENCE, CONTINUED

Audience Insights and Research Specialist, Field Museum of Natural History; February - November 2018

- Recruited to independently design and conduct an evaluation of digital interfaces within the China Hall exhibition; employing qualitative (behavioral observation, and contextual inquiry interviews) and quantitative (surveys, card sort) methods.
- Analyzed research via methods of coding, thematic and basic statistical analysis, and journey mapping to present findings and suggestions for future design.
- Supported interactive team with designing and running of usability testing of interactive game.

VOLUNTEER EXPERIENCE

Design researcher, City Open Archeworks; January 2018-May 2018

- Worked with a group of city planners, architects, and designers to assist in community focused human centered design projects- reimagining spaces within Chicago.
- Organized and led community and stakeholder ideation and evaluation exercises.
- Assisted in the creation of spacial planning toolkits to best utilize church and school spaces.

Design researcher, The WasteShed; November 2017-January 2018

- Assisted with organizing pro-bono human centered design research for nonprofit - The WasteShed
- Recorded and produced in person focus groups with stakeholders.
- Designed research and marketing materials for project.

Evaluator, Science Museum of Minnesota; July 2017

- Spearheaded long-awaited visitor emotion study to provide the evaluation team with suggestions for future study.
- Performed in person visitor research, using facilitated interviews and observation.
- Transcribed, organized, and cleaned interview, survey, and observational research.

SOFTWARE

- **Surveys:** Google surveys, SurveyMonkey, user survey methods
- **Remote testing:** User Interviews.com, UserTesting.com, Zoom, Revelation
- **Analysis:** MaxQDA, Dovetail, Mural, Miro, Excel
- Microsoft Office Suite (Word, Excel)
- **Presentation design:** Keynote, Powerpoint, FinalCut
- Adobe Creative Suite