

# ANNIE MAAS

## LEAD USER RESEARCHER

A dedicated researcher seeking to leverage 8 years of UX expertise in qualitative and quantitative research to create meaningful user experiences that make people's lives easier. Proficient in developing robust research frameworks and managing multiple projects efficiently.



### SELECTED EXPERIENCE

#### Patina

**Lead User Experience Researcher, 12/2021 to Current**

- Built a UX Research program by implementing NPS & CSAT feedback processes, baselining quarterly product improvements, developing a recurring usability testing cadence, and creating a centralized UX research library
- Increased patient engagement by 40% through the implementation of data-driven design improvements to our patient-provider chat feature
- Increased workflow efficiency for our Clinical team by 30% by implementing a quarterly workflow improvement survey and sharing out key process recommendations
- Collaborated with cross-functional teams to develop seamless, intuitive interfaces for optimal user engagement while managing multiple external vendor relationships

#### Castlight Health

**Senior >> Lead User Experience Researcher, 01/2018 to 12/2021**

- Evaluated the success of UX initiatives through advanced analytics tools, providing actionable insights for continuous improvement
- Created a research program by setting up NPS/ CSAT / CES data collection processes, initiating a recurring usability testing cadence, creating an efficient research request process, and setting up a centralized UX research library for easy access to important insights
- Established UX best practices within the company, evangelizing the importance of incorporating research insights into the product roadmap
- Initiated regular A/B testing protocols to validate design hypotheses, leading to more effective feature releases
- Delivered impactful presentations on key research findings and recommendations, driving stakeholder buy-in for proposed design changes
- Led workshops and training sessions on user experience principles, empowering team members to incorporate UX thinking into their work processes

#### Google

**User Experience Researcher, 03/2016 to 12/2018**

- Completed research on 38 topics across 5 product areas, delivering impactful presentations on key findings & recommendations, driving stakeholder buy-in for design improvements
- Moderated over 250 in-lab participants
- Gained expert level efficiency in 9 key research methodologies, including moderated/unmoderated interviews, in-lab usability studies, diary studies, surveys, and data analysis
- Specialized in 2-week research sprints to deliver impactful product insights to teams working with tight deadlines
- Ran design review meetings to brainstorm new UX developments through collaborative thinking with Design + Product teams



### CONTACT

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**Portfolio:** www.annimaas.com



### HIGHLIGHTS

UX Research pioneer specializing in designing and growing UX Research programs from the ground up.

Trained in rapid research techniques to uncover deep insights quickly and infuse research learnings into product roadmaps.



### SKILLS

Remote/In-Person Interviews  
Contextual Inquiry  
Ethnography  
Cognitive Walkthrough  
Concept Testing  
Focus Groups  
Participatory Design  
Survey Design  
A/B Testing  
Card Sorting  
Heuristic Evaluation  
Task Analysis  
Ergonomic Evaluations  
Literature Review



### TOOLBOX

SurveyMonkey | Qualtrics  
UserTesting | UserZoom  
Tableau | MixedPanel  
Invision | Figma  
DScout  
Miro



## EDUCATION

### General Assembly

#### **UX Research & Design Certification**, *Grad 03/2016*

Attained a UX certification for the GA UX Research & Design program. Hired for the final project by Scout Financial to assess their investment app, research necessary UX improvements, and produce designs to solve problems uncovered by in-depth research. All recommendations were incorporated and launched post graduation into Scout's live app.

### John F. Kennedy University

#### **Masters in Health Education & Therapeutic Nutrition**, *Grad 01/2016*

Studied Public Health and Health Education modalities for preventing disease progression, specializing in using nutrition and lifestyle modifications to manage chronic conditions. Thesis work focused on developing an app to help perioperative patients gain access to stress-reducing modalities throughout the surgical process.

### Fordham >> Seattle University

#### **Bachelors in Pre-Medicine & Philosophy**, *Grad 06/2008*

Received a four year degree with a double major in Pre-Medicine and Philosophy, minoring in Human Biology.