

GARRETT ROMERO

UX Researcher

A qualitative UX researcher skilled at working fast while maintaining research rigor. My strengths lie in connecting the dots with existing research data to surface new opportunities and conducting mixed-methods research approaches to ship products with confidence.

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RESEARCH

Usability testing
Concept testing
User interviews
Un/moderated testing
Remote testing
Heuristic evaluation
Contextual inquiry
Literature review
Card sorting
Surveys
Participant recruiting
Data analysis
Customer journey maps
Empathy maps
User personas

TOOLS

Figma
Miro
UserZoom
Rev
iMovie
EnjoyHQ
AirTable
Lucidspark
OptimalSort
Canva

PROFESSIONAL

Cross-functional
Collaboration
Public speaking
Project management
Leadership
Mentoring

WORK EXPERIENCE

UX Researcher

LinkedIn | June 2022 – December 2023

Lines of business: Recruiter, LinkedIn Learning, Consumer, Generative AI

Guided cross-functional teams through rapid research projects, swiftly executing studies to de-risk imminent product launches in partnership with designers, product managers, and C-suite executives.

- Led 20+ tactical research studies in one year using a combination of (mod/unmod) usability testing, concept testing, and semi-structured interviews, directly influencing three lines of business and generative AI business strategy.
- Explored integrating generative AI messaging in Recruiter that led to a +36% improvement in inMail acceptance rate from potential candidates. Insights shaped product strategy by enhancing transparency, increasing flexibility through advanced AI customizable settings, and road mapping future product features to increase advanced customization.
- Led research for 0 to 1 product initiative, driving the evaluation of integrating generative AI into a core LinkedIn platform experience. Resulted in advancing the concept to the subsequent stage of product development, emphasizing a pivotal role in moving products from ideation to initial development.
- Co-led the creation and strategic initiative for the UX Research repository, securing buy-in and adoption within LinkedIn's R&D organization. Orchestrated interactive skit to illustrate the repository's value and functionality to 100+ product partners, fostering their understanding and utilization.
- Mentored and trained 3 junior UX researchers in qualitative research techniques, which expanded the capacity of the rapid usability program and fostered a culture of continuous improvement and skill development.

UX Researcher

eBay | September 2021 – June 2022

Lines of business: New user onboarding, Ads, Messaging, Selling, Buying

Advanced eBay product initiatives by triangulating large volumes of existing qualitative and quantitative data to provide actionable insights addressing critical business needs.

- Partnered with Buyer Experience team to understand new user onboarding for mobile app. Produced existing strategic insights identifying opportunities for educational onboarding tutorials and exploring platform features for successful onboarding.
- Identified existing research insights from 20 UX reports for the Ads Product team to enhance the buyer ads experience. Surfaced key findings targeting opportunities to boost ad and promoted listings relevancy for eBay consumers.
- Collaborated with the Messaging team to improve the B2C seller messaging experience. Synthesized 60+ unique data points and included recommendations for feature suggestions to improve prioritization, volume, and resolution time of incoming messages.

WORK EXPERIENCE

UX Researcher

Humans in User Experience (HUE) | December 2020 – September 2021

Lines of business: eCommerce, Social media, Financial advisory

Executed a mixed-methods research approach. Generated tactical and strategic insights to inform product design and strategic business decisions.

- Led research on hrsimple.com's blog page to improve usability for subscribers. Design recommendations led to improving blog's navigational menu and information architecture, and creating new pathways for hrsimple subscribers to discover premium products.
- Conducted research for the Fabric Social AR app to understand perceptions and motivations for social media usage. Key insights identified area to improve trust and safety with users through geospatial ephemeral social media posts.
- Moderated expert interviews and analyzed data for AIMR Analytics to understand how financial advisors build trust and relationships with clients. Insights led to tangible concept design of core functions and capabilities of self-service SaaS product.

Service Experience Researcher

UCLA Library, CLICC | July 2016 – Sept. 2021

Lines of business: Social media, IT internal tools

Developed creative patron experiences with emerging technologies and service design methods while overseeing general service operations and 60+ student staff.

- Led research with the communications team to understand social media audiences. Developed segmented design personas that tailored content creation and increased overall social media platform engagement by +30%.
- Conducted strategic research with expert participants to integrate new library asset management system. Surfaced insights identifying pain points and design solutions that targeted interoperability between existing asset management systems.

EDUCATION

Masters

Library & Information Science

University of California, Los Angeles

Specialization: informatics & qualitative research methods

Thesis: *By The Patron and For The Patron: Using A Human-Centered Approach for Academic Library Service Design*

Awards: Mardellis Fellowship

Bachelor of Arts

Gender Studies

University of California, Los Angeles

Specialization: critical race theory, prison industrial complex, civil rights movements & strategy