

# GARRETT ROMERO

310 739 3632 |

QUALITATIVE RESEARCHER

garrett.romeroUX@gmail.com |

| [Linkedin.com/in/garrett-romero](https://www.linkedin.com/in/garrett-romero)

Los Angeles, CA |

---

## WORK EXPERIENCE

**Glassdoor** | UX RESEARCHER

Dec. 2025 – Present

*Shaped user experiences across Glassdoor's B2C Growth and Notifications products by delivering qualitative research insights that guided product design, Generative AI strategy, and business decisions for job seekers and employers.*

- Led secondary research on job recommendations that was cited in formal product kickoff documents, directly shaping a growth initiative targeting 2.5M Sourceable Registered Active Users (sRAUs) and influencing cross-functional workstreams across AI development, data strategy, and product design.
- Conducted exploratory survey of AI career tool usage across 50+ participants, identifying that 65% of users cite resume customization as the primary value driver. Insights directed the product team to prioritize advanced customization features on a 0 to 1 product initiative and refocus KPIs on interview conversion rates, potentially increasing user retention by 25-30%.
- Executed moderated concept testing with 12 high-salary knowledge workers to resolve critical architectural debates on temporal persistence before Alpha development. Research prevented an estimated 2-3 sprint cycles of engineering rework and established persistence thresholds projected to increase apply rates by 20-30% for 3.5M monthly active users.

**Indeed** | UX RESEARCHER

July 2024 – Oct. 2024

*Support Indeed's technological infrastructure by aligning IT services with business needs, ensuring the quality and success of multiple R&D internal tools.*

- Aligned with cross-functional stakeholders to prioritize key research initiative focused on optimizing JIRA Cloud for Indeed's R&D division.
- Conducted 17 in-depth expert interviews to optimize JIRA Cloud workflows. Research insights impacted IT executive prioritization on standardization of workflows and key status transitions, and JIRA ticket creation efficiency.

**LinkedIn** | UX RESEARCHER

June 2022 – Dec. 2023

*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.
- 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.

**eBay** | UX RESEARCHER

Sept. 2021 – June 2022

*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.

**Humans in User Experience** | UX RESEARCHER

Dec. 2020 – Sept. 2021

*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.

**UCLA Library** | SERVICES & OPERATIONS COORDINATOR

Aug. 2015 – Sept. 2021

*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.

**SKILLS**

Usability Testing	Concept Testing	In-depth Interviews	Heuristic Evaluation
Contextual Inquiry	Card Sorting	Literature Review	Survey Design
Participant Recruiting	Journey Maps	Empathy Maps	User Personas

**TOOLS**

Figma	Miro	UserZoom	UserTesting
User Interviews	DoveTail	EnjoyHQ	Airtable
LucidSpark	Excel	Python	SQL

**EDUCATION**

<b>Master, Library &amp; Information Science</b>		UCLA	Los Angeles, CA		Sep 2018 – June 2021
<b>Bachelor of Arts</b>		UCLA	Los Angeles, CA		Sep 2012 – June 2015