

Megan Cody

UX RESEARCHER

My expertise is in research with extensive experience across multiple methodologies. As a UX researcher, I strive to understand what drives people towards interaction, what they hope to gain, and what can be done to improve it and make the engagement so appealing that they'll want to return.

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-  Easton, CT

Professional Experience

- June 2013
to Present

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RTi Research / Project Director

- Analyze data and deliver report of findings as an actionable data-driven story with effective data visualization
 - Develop longitudinal survey studies to provide insights on emerging consumer needs
 - Part of a team with a 100% client retention rate year over year due to quality of data gathering and valuable report insights
- Nov 2014
to May 2016

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Freelance / Market Research Consultant

- Collaborated with R&D team to determine appropriate products to conduct sensory tests
 - Recruited and coordinated participants for on-site sensory tests
 - Partnered with the PR and Marketing teams to roll out or delay launch of new menu items and marketing messages based on user feedback
- Apr 2010
to May 2013

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Ipsos InnoQuest / Project Director

- Oversaw issues that arose and provided solutions to minimally impact research by working with various departments to identify issues early and expedite work so the client was unaware of internal delays
 - Managed domestic and global studies by coordinating with other offices to keep projects on track and verify the quality of the research gathered
 - Created schedules and budgets and ensured departments adhered to them
- Feb 2008
to Apr 2010

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Ipsos ASI / Research Associate

- Confirmed accurate programming of script, managed data collection and quality, created analytic and tabulation plans, analyzed data, wrote report of findings incorporating summary and recommendations
 - Managed internal resources and cost inputs to ensure research was conducted within budget and on schedule
 - Implemented one-on-one training for new hires, as well as created documentation for consistent training
- Jan 2007
to May 2007

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Nickelodeon Brand and Consumer Insights / Research Intern

- Moderated one-on-one in-person interviews with children and parents to determine the difference between the digital experiences of the groups
 - Provided design recommendations to developers regarding issues respondents had while using the product in its current iteration
 - Coordinated specifications and logistics for internal studies, including scheduling, survey design, discussion guide creation, interview recording, and note taking

Skills

User-Centered Design





- Persona & Scenario
- Sketching
- Wireframing
- Prototyping
- Interviews
- Survey Design
- Journey Mapping
- Interaction Flow Map
- User flows
- Usability Testing
- A/B Testing
- Ethnographic Research
- Competitive Analysis
- Heuristic Evaluation
- Cognitive Walkthrough
- Usability Testing
- Contextual Inquiry
- Attitude & Usage Testing
- Brand Positioning
- Product Testing
- Segmentation

Tools

- Sketch
- Adobe XD
- Balsamiq
- Invision
- Figma
- Photoshop
- Illustrator
- MarvelApp
- Git

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Education

Master of Human-Computer Interaction & Design
University of California, Irvine
Graduated Sep 2017

Key courses: User Needs Analysis / Design and Prototyping /
User Experience & Evaluation / Interactive Technology Studio /
Innovations in HCI+D

B.A. Psychology
Marist College
Graduated May 2007

Graduated Magna Cum Laude

Projects

May 2017
to Sep 2017

Center for Instructional Design, UC Irvine / UX Designer/Researcher

- Collaborated with team to refine survey and discussion guide to best uncover actionable information
- Planned and conducted competitive analyses, interviews, and surveys
- Conceptualized, iterated, and created a series of sketches, wireframes, and prototypes of website pages
- Provided marketing and branding positionings that would appeal to the target audience

Jan 2017
to Mar 2017

ChoreTime / UX Designer/Researcher

- Developed a new application with two separate interfaces for distinct user groups
- Conducted 3 semi-structured user interviews to understand users' needs for two separate groups of users
- Developed personas, scenarios, storyboards and information architecture to ensure final product met user needs
- Created information architecture, sketches, wireframes and mockups, as well as a clickable prototype, help section and product video

Jan 2017
to Mar 2017

Traderstatus.com / UX Consultant

- Completed full UX consult, including heuristic evaluation compiling responses from three UX experts, cognitive walkthrough, competitive analysis of three direct competitors and four indirect competitors and usability testing
- Uncovered several crucial usability flaws & growth opportunities, provided report to client with recommendations on ways to improve usability by making small initial changes
- Recruited test participants for unmoderated, remote testing via Loop11 and usertesting.com