

MARY YEH

UX Researcher — hello@maryayeh.com — www.maryayeh.com — (925) 286-3668 — San Francisco, CA

WORK EXPERIENCE

Senior UX Researcher Redfin 02/2021 - 11/2022

- Informed strategy and product roadmaps for the User Growth team through generative and tactical research. The User Growth team's focus is on increasing the number of people coming (and returning) to Redfin.
- Collaborated across disciplines (designers, product managers, marketing, SEO, etc.) throughout all phases of research to support business objectives, align teams, and prioritize work.
- Led workshops for teams, as needed, to build alignment, introduce UX Research, and reflect on processes.

Experience Researcher EchoUser 07/2018 - 02/2021

- Proposed and led research for a diverse portfolio of clients employing a range of methods including diary studies, usability and concept testing, design sprints and workshops, service blueprints, field research and interviews. Clients included: Centers for Medicaid and Medicare Services, Autodesk, Mulesoft and Akili Interactive, among others.
- Created and nurtured internal professional development initiatives including bi-annual offsites and quarterly professional development series with topics chosen by fellow researchers.

Region Manager EdventureMore 02/2014 - 08/2017

- Trained and managed 6 site coordinators who oversaw 20 staff members and hundreds of children per week. Training included leadership and management skills, culture and relationship building, and company best practices.
- Developed design thinking curriculum, managed curriculum budget and trained instructors.
- Established a new customer relationship management (CRM) database and worked closely with technical staff to ensure a seamless experience for customers.

Visitor Research & Evaluation Assistant Exploratorium 03/2016 - 06/2016

- Collected qualitative data classifying museum exhibits for the NSF-funded Exhibit Designs for Girls' Engagement (EDGE) Project.
- Employed a coding scheme developed by the study leads and collaboratively coded data with team mates.
- Cleaned and entered data to prepare for analysis by study leads, including the creation of pivot tables to slice data by key traits.

Science Teacher Recovery School District 06/2011 - 08/2013

- Placed as a 2011 Corps Member with Teach for America, taught 7th and 8th grade science at St. Helena Central Middle School.
- Increased the pass rate on the state exam by 50% in the 2012 - 2013 school year through continuous improvement and data-based decision making.

FAVORITE PAST PROJECTS

- **Quantifying the renter audience on Redfin** (2022). I launched a cross-platform intercept survey program to understand who visited Redfin and their goals for the visit. This program ran monthly to help teams prioritize work to drive traffic and engagement, and as an input to forecast business.
- **Defining "safety" in home buying transactions** (2021). I led research to inform how the team would approach crime data. Ultimately, this research drove the decision not to add crime data on Redfin's site, and influenced other real estate sites to remove their crime data.
- **Identifying workflows and barriers to adoption in AutoCAD Web** (2019). Through a week-long diary study, we observed how AutoCAD users tried to integrate AutoCAD Web into their existing workflows. This longitudinal study helped identify barriers to adoption as well as potential new target audiences for the software.

EDUCATION + CERTIFICATIONS

DesignLab UX Academy Certificate 08/2017 - 12/2017

Completed 440 hours of coursework and applied learning in UX and Human Centered Design principles.

San Francisco State University M.A. in Museum Studies 2014 - 2016

Thesis: Evaluating Accessibility and Efficiency of Museums' Online Teacher Resources

University of California, Los Angeles B.A. in Art History & French 2007 - 2011

METHODS

Affinity Mapping, Card Sorting, Competitive Analysis, Concept Testing, Contextual Inquiry, Diary Study, Heuristic Evaluation, Interviews, Journey Mapping, Moderated Testing, Participatory Design, Qualitative Analysis, Quantitative Analysis, Remote Research, Service Design, Surveys, Unmoderated Testing, Usability Testing, Wireframing, Workshop Facilitation

TOOLS

Adobe Creative Cloud, Confluence, Figma, Google Apps, Jira, Miro, MS Office Suite, Optimal Workshop, Qualaroo, Qualtrics, Respondent.io, SurveyMonkey, Tableau, User Interviews, UserTesting, UserZoom, Validately

MISC

Phi Beta Kappa, Contributing Member

Girl Scouts of America, Lifetime Member & Gold Award Recipient