

PEYTON WESTMAN

WORK EXPERIENCE

User Experience Researcher II

Granicus (Enterprise SaaS for government)

06/2021 - Present

- Leads qualitative and quantitative research, including interviews, focus groups, and surveys, to identify user needs, wants, and pain points
- Centers the user experience in the decision-making process by facilitating workshops where cross-functional teams collaboratively translate research insights into solutions
- Communicates research insights through deliverables including journey maps and experience flow diagrams to help stakeholders understand relationships between people, processes, and systems
- Acts as an internal research consultant: partnering with stakeholders to align research strategy to organizational goals and guiding teams in research study design and execution
- Creates research infrastructure, including standardized processes and templates, that enables the organization to hear from customers consistently
- Measures the impact of research on user and organizational goals by implementing metrics such as UX-Lite and the Research Adoption Score
- Promoted in 2023 in recognition of performance and impact

Graphic Design Intern

Pierce Transit

08/2019 - 06/2021

- Managed multiple concurrent projects end-to-end, including project scoping, stakeholder alignment, timeline estimation, vendor management, and procurement
- Translated complex public agency initiatives into clear communications for diverse community groups across print, digital, and mail channels

EDUCATION

M.S. Human Centered Design & Engineering

University of Washington, Seattle

06/2021

B.A. Business Administration: Marketing

University of Washington, Tacoma

03/2019

SKILLS

Asana • Confluence • Jira • Lyssna • Monday • Microsoft Office Suite • Miro • Pendo