

PEYTON WESTMAN

UX RESEARCHER

WORK EXPERIENCE

User Experience Researcher II

Granicus

06/21 - Present

- Employs qualitative and quantitative research methods, including usability testing and surveys, to gather insights that help stakeholders shape product strategy
- Centers research in the SaaS product development cycle by facilitating workshops where cross-functional teams, including design, product management, and engineering, collaboratively translate research insights into solutions
- Mentors 3 designers and other agile development team members interested in strengthening their UX research skills on research best practices, data analysis, and producing findings
- Grows the organization's UX research practice by operationalizing research: establishing recruitment channels, templating artifacts, and building a research repository
- Advances the organization's UX research maturity by creating opportunities for shared learning including a book club and a learning path
- Promoted to a higher role during a lean promotion cycle in 2023

Graphic Designer

Pierce Transit

08/19 - 06/21

- Managed multiple projects simultaneously from inception to completion: project planning, stakeholder alignment, timeline estimation, vendor management, and procurement
- Designed content for marketing material including flyers, newsletters, and brochures

EDUCATION

M.S. Human Centered Design & Engineering

University of Washington, Seattle

06/21

B.A. Business Administration: Marketing

University of Washington, Tacoma

03/19

TOOLS

- | | |
|--------------------------|-----------|
| • Adobe Creative Suite | • Miro |
| • Google Suite | • Pendo |
| • Jira | • SQL |
| • Microsoft Office Suite | • Tableau |