

Yaffa Desorcy

User Experience Researcher

Profile

User Experience Researcher with 1 year of experience in conducting comprehensive research to identify user needs, preferences, and behaviors. Skilled in utilizing various research methodologies, including usability testing, interviews, and surveys, to optimize user experience and enhance product design. Adept at collaborating with cross-functional teams and translating findings into actionable insights to drive product improvements. Strong communication skills and passion for creating user-centered solutions.

Employment History

Senior User Experience Researcher at UserTesting, PA

Feb 2023 - Present

- Led a team of 5 researchers to conduct over 200 usability tests, resulting in a 30% improvement in overall user satisfaction and a 25% decrease in customer support inquiries for UserTesting's key product offerings.
- Implemented a new user experience research methodology that increased the efficiency of the research process by 40%, enabling the team to complete projects within tight deadlines and contribute to a 15% increase in product releases.
- Successfully identified and addressed critical pain points in UserTesting's mobile application, leading to a 35% increase in user retention and a 20% growth in active monthly users.
- Collaborated with cross-functional teams to develop and launch a company-wide user experience training program, which led to a 50% increase in UX awareness and understanding among team members and a 10% improvement in overall product quality.

Junior User Experience Researcher at EPAM Systems, PA

Aug 2022 - Dec 2022

- Conducted usability testing for a major client's website redesign, leading to a 35% increase in user engagement and a 25% decrease in bounce rate within three months of implementation.
- Successfully identified and prioritized 15 key areas for improvement in the user experience of a mobile application, resulting in a 20% increase in app downloads and a 10% boost in user retention rate over six months.
- Collaborated with cross-functional teams to develop and implement a comprehensive user research plan for a new product launch, which contributed to a 50% increase in sales within the first quarter of release.
- Led focus group sessions with over 100 participants, providing valuable qualitative insights that informed design decisions and helped improve overall customer satisfaction by 18% within a year.

Certificates

Certified User Experience Analyst (CXA)

Jan 2022

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Education

Master of Science in User Experience Research at Carnegie Mellon University, Pittsburgh, PA

Aug 2017 - May 2022

Relevant Coursework: User Experience (UX) Research Methods, Interaction Design, Usability Testing, Information Architecture, Prototyping, Human-Computer Interaction, UX Analytics, Design Thinking, and Accessibility.

Links

[linkedin.com/in/yaffadesorcy](https://www.linkedin.com/in/yaffadesorcy)

Skills

Ethnography

Usability Testing

Heuristic Evaluation

Card Sorting

Eye Tracking

A/B Testing

Contextual Inquiry

Languages

English

French