Lady Leggett

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SUMMARY

UX Researcher with 5+ years of experience delivering insights that shape user-centered product strategies. Proficient in mixed-methods research and data analysis to drive engagement and business growth. Fluent in English and Spanish.

EXPERIENCE

UX Researcher
Edmentum   **July 2022 – December 2024, San Francisco**

- Led over 50 usability studies that directly shaped the design of tools used by 5 million+ users, resulting in a 7% increase in annual revenue.
- Introduced and implemented quantitative research methods like TreeJack and FirstClick testing, resulting in a 20% improvement in navigation efficiency and a smoother user experience.
- Streamlined research operations by successfully testing a system that increased participant engagement by 40% while automating the management of surplus participants using Qualtrics.
- Delivered clear, concise, and actionable research reports that influenced 75% of product development cycles, consistently praised by teammates for their insightful and impactful nature.
- Collaborated closely with designers, writers, and developers to translate research findings into design improvements, leading to a 15% boost in usability scores.

Content Design Researcher [Linguistics]
LinkedIn   **March 2021 – June 2022, San Francisco**

- Conducted user research to optimize the UI for Spanish-speaking users, resulting in a 11% increase in engagement and improved accessibility for over 15 million users.
- Led the analysis of qualitative and quantitative data, delivering actionable insights that improved user task completion rates by 25% and reduced UI errors by 20%.
- Collaborated effectively with cross-functional teams to incorporate research findings into product design, contributing to a more inclusive and user-friendly platform.

User Experience Research Analyst
Conttactica, Contexto & Tactica   **July 2013 – March 2017, Bogotá, Colombia**

- Led and executed qualitative and quantitative UX, market, and public health research projects, directly influencing strategic decisions for key clients.
- Designed and executed research studies, including interviews and surveys, uncovering insights that improved product usability by 11%.
- Provided recommendations that increased brand awareness by 10% and customer satisfaction by 17%, shaping client strategies in the public health and market research sectors.

EDUCATION

Bachelor of Arts in Psychology
Manuela Beltran University

UX/UI Research and Design Certificate
UC Berkeley Extension

SKILLS & TOOLS

Product Strategy: Insight Synthesis, Persona Development, Journey Mapping, A/B Testing

Cross-Functional Collaboration: Partnering with Design, Product, Engineering, Data Science, and Marketing

Technical Tools: Miro, UserTesting, Dovetail, Figma, Optimal Workshop, Qualtrics, SPSS

Languages: English (Fluent), Spanish (Native)

Research & Analysis: Qualitative & Quantitative Research, Usability Testing, Contextual Inquiry, Diary Studies, In-depth Interviews, Survey Design, Tree Testing, First-Click Testing