



BONNIE WHITE

UX Researcher & Designer

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TOOLS

UserTesting.com

Dscout

Figma

Maze

Mural

Airtable

Suzy

InVision

Miro

Adobe XD

Sketch

Illustrator

UX METHODS

Moderated Usability Testing

Unmoderated Usability Testing

User Interviews

Personas

Journey Mapping

Affinity Diagramming

Surveys

Contextual Inquiry

Competitive Analysis

OTHER WORK EXPERIENCE

ADMINISTRATIVE

MTS Health Partners, NY, NY

Greenberg Educational Group, NY, NY

CREATIVE

Go Comedy!

The Flea Theater

Upright Citizens Brigade Theater

Admins Web-series

UX EXPERIENCE

Design Researcher

Aug 2023 - Present

Allegion

- Contributed to a successful beta launch by delivering key user research insights that refined features and enhanced the product's user experience.
- Advocated for and implemented advanced research tools and methodologies, leading to a 30% improvement in the quality and efficiency of the research team's deliverables.
- Led high-impact research projects, collaborating closely with the Senior Director of Product Management to align research efforts with future product goals.
- Facilitated five workshops with cross-functional teams, utilizing personas & journey maps to drive collaborative solutions and enhance team alignment.
- Presented research insights to the CEO through detailed demos, effectively communicating complex findings and contributing to strategic decision-making.

UX Researcher

May 2022 - July 2023

Merkle

- Contracted by Google to deliver 12+ qualitative research studies which drove product strategy and enhanced user engagement across various Google products (Search, Ads, YouTube, Google Play) while collaborating with cross functional stakeholders.
- Improved client satisfaction by 25% through developing key relationships resulting in return requests for 5+ additional studies.
- Developed cutting edge user interview technique which allows for client to contribute live to user interviews conducted in foreign languages anywhere around the globe.
- Enabled 4-member team to grow by 43% and increase efficiency by helping create opportunities for knowledge sharing and standardizing our workflow system.

UX Researcher

May 2021 - May 2022

Rocket Homes

- Created foundational persona and journey research shared across business areas as a tool to help team members empathize with clients.
- Facilitated design thinking workshop to ideate business solutions from these findings.
- Planned, conducted and reported on research projects using usability testing, user interviews, contextual inquiry and surveys.
- Collaborated with product managers, UX designers and engineers to define research goals and determine product strategy.

UX Strategy Intern

June 2020 - Nov 2020

Rocket Mortgage

- Lead strategy on a project that went to production which helped current clients reach a refinancing solution faster.
- Effectively communicated strategic vision to content writer and UI designer.
- Created and analyzed 20 remote user tests and 5 user interviews on usertesting.com.
- Conducted 5 user interviews to better understand Asset Import tool.

EDUCATION

UNIVERSITY OF MICHIGAN • ANN ARBOR, MI

MAY 2021

School of Information

Master of Science in Information, focus in User Experience Design & Research

College of Engineering, Center for Entrepreneurship

Graduate Certificate in Entrepreneurship

INDIANA UNIVERSITY • BLOOMINGTON, IN

MAY 2009

Bachelor of Arts in Journalism, Minor in French