

BONNIE WHITE

DESIGN RESEARCHER

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(609) 947-1255

PROFESSIONAL SUMMARY

Senior UX Researcher with 5 years leading end-to-end research across complex digital products, including IoT platforms and large-scale consumer experiences.

Expert in mixed-methods research, translating behavioral insights into product strategy, and partnering cross-functionally to deliver actionable insights in fast-paced environments.

TOOLS

dScout, Optimal Workshop, Maze, Qualtrics, UserTesting.com, Dscout, Figma, Mural, Airtable, Suzy, Miro, Adobe XD, Sketch

RESEARCH EXPERTISE

Generative Research: Contextual inquiry, interviews, observational research, journey mapping, personas

Evaluative Research: Moderated & unmoderated usability testing, heuristic evaluations, SUS testing

Quantitative & Mixed Methods: Surveys, IA testing, metrics informed research

Strategy & Synthesis: Research roadmapping, insight storytelling, stakeholder workshops, cross-functional alignment, research socialization

EDUCATION

UNIVERSITY OF MICHIGAN — Ann Arbor, MI
May 2021

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

INDIANA UNIVERSITY — Bloomington, IN
May 2009

Bachelor of Arts in Journalism, Minor in French

EXPERIENCE

UX RESEARCHER – Allegion Aug '23-Present

- Own UX research roadmap for a complex IoT platform, and consumer-facing digital product currently in development, proactively identifying research needs and aligning work to product strategy and beta launch goals
- Lead generative and evaluative research (testing, interviews, journey mapping) to uncover user behaviors that shape platform design and feature prioritization
- Facilitate cross-functional design thinking workshops to align teams on user needs and solution directions
- Delivered research findings through compelling storytelling, workshops, and stakeholder presentations to drive alignment and decision-making

UX RESEARCHER – Merkle May '22 – July '23

- Led 12+ qualitative research studies across multiple **Google** web and app-based product areas, balancing concurrent projects in a fast-paced, stakeholder-driven environment
- Synthesized insights into compelling narratives and presentations that informed design direction and stakeholder decisions
- Standardized research workflows and collaboration processes, contributing to 43% team growth and improved research scalability

UX RESEARCHER – Rocket Homes May '21 – May '22

- Led foundational generative research to shape cross-team understanding of customer needs
- Executed usability tests, interviews, surveys to inform product design and feature prioritization
- Partnered with PM, UX, and engineering to align research with product and business goals

UX INTERN – Rocket Mortgage June '20 – Nov '20

- Conducted 20 remote usability tests and 5 user interviews to inform product experience refinements
- Supported product strategy initiatives focused on improving the refinancing experience
- Communicated research insights to content and design partners to guide experience improvements