Chioma G. Aso-Hernandez

UX Researcher Profile

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323.690.0726 • Los Angeles, CA

Qualifications Summary

Anthropologist and UX enthusiast. Collaborative self-starter with an eye for design. Customer-focused, product-driven, action-oriented professional with comprehensive experience in prioritizing empathy and driving actionable user research with analytics, seamless project management skills, and bottomless curiosity.

- UX Design & Research
- Quant & Qual Studies
- Usability Testing
- Project Management
- Web/Product Analytics

- A/B Testing
- Field Studies (Ethnography)
- Diary Studies
- Concept Testing

- Survey Analysis
- Journey Mapping
- Heuristic Evaluation
- Comp Analysis
- Focus Groups

- Benchmarking
- NPS & PVM Analysis
- Personas & Scenarios
- Card Sorting

Technical Proficiency

Python, Figma, Pendo, Alchemer, Ethnio, Looker, Sketch, Microsoft Suite, Adobe (Illustrator), Google Suite Creator IQ, Wrike, Kibana, Zendesk, JIRA, Survey Monkey, Qualtrics, Iterate, SPSS (T-Tests, ANOVA), JASP, Usertesting, Airtable, Mixpanel, Salesforce, SurveyMonkey

Certifications

Aquent Gymnasium 2020 UX Fundamentals | **LinkedIn 2020** UX Deep Dive: Analyzing Data

Publications

See list of publications on my website.

Career Experience

UX Researcher, Digital Promise, Remote (Los Angeles)   4/2024 – Present

• Co-lead and collaborate on the inclusive design and execution of LER field-technology research

• Recommend research methods that center the experience and voice of learners and workers

• Analyze qualitative research and contribute the IUX and design perspective in Digital Promise publications

• Deliver actionable insights to partners, funders and teams to center and build for inclusivity and accessibility

• Build strong relationships with community and technology partners, and alignment across cross-functional partner teams and needs

• Foster and promote IUX research best practices across the LEI ecosystem, including facilitating workshops, development of Lunch and Learns and other programming

UX Researcher, Starburst Data, Remote (Los Angeles)   3/2023 – 6/2023

• Collaborated with XFT teams globally in an agile product development environment

• Created a robust, central research and asset database accessible to all org teams for transparency

• Spearheaded the creation and documentation of core team processes and operations, including onboarding

• Streamlined the research project process through automation and templates for quicker project onboarding

Project Highlight: Data Lineage Discovery & Validation

- Objectives: Validate product team hypotheses for the needs, expectations, and potential use cases for data lineage in the new Galaxy product according to user type/persona

- Methods: Moderated interviews with internal and external participants (n=5)

- Result: Validation of product assumptions, clarified vision for product and feature, updated roadmap for development and iteration of product designs, product-specific behavioral profiles for potential customers

- Impact: Increased understanding of serviceable available market, updated iterations of UX designs, additional value prop opportunities, deeper understanding of competitive standing, additional avenues for exploratory research into potential value prop

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User Researcher, Mindbody, Remote (Los Angeles)   1/2021 – 3/2023

• Worked cross-functionally with Product, Design, and Engineering to prioritize and conduct research according to team timelines and organizational roadmap planning

• Managed quarterly research, from intake to execution and insight dissemination, for 4 product teams

• Synthesized and communicated research findings to stakeholders and executive leadership to inform roadmap planning

• Benchmarked and analyzed NPS scores and comments for all Mindbody products

• Conducted and analyzed longitudinal surveys to benchmark and track effects of COVID-19 on B2B customers

Project Highlight: Purchase Experience Project

- Objectives: Understand customers pain points, expectations, and current experience using the POS, validate design concepts with customers and iterate with internal stakeholders

- Methods: Moderated interviews, empathy workshop, design workshop, usability studies (4 rounds)

- Result: Updated UI/UX of POS, increased functionality, consistent design standards across MB products

- Impact: Increased customer satisfaction, decreased avg. task time, reduced number of clicks to complete tasks

Project Highlight: Product Diversity Concept Discovery Research

- Objectives: Identify opportunities for increasing access for customers and consumers that identify as Black

- Methods: Moderated interviews with SME, customers, and consumers, internal UX workshop with ERG

- Result: "Take Action" Proposal presented to executives with list of potential innovative product concepts, reproducible research approach to apply to various target communities (i.e., LGBTQIA+, disabled persons, etc.)

- Impact: 2 concepts released to GA, increased customer, and employee trust in the organization, creation of the Product Diversity Taskforce, an action- oriented group of XFT collaborators focused on accessibility and equity

UX Research Intern, Roku, San Jose, CA   2/2020 – 5/2020 | 6/2019 – 9/2019

Capstone Project: Music Discovery Project

- Objectives: Understand music listening behavior, music management, and music discovery in home to validate Roku's potential market share in home audio products.

- Methods: Ethnographic field research in consumers' homes (n= 9), heuristic evaluation, competitive analysis

- Result: Increased understanding of potential market share and success of sound products

- Impact: Relevant marketing strategy for the release of Roku's subwoofer and sound bar products on 9/3/2019

Education   Master of Arts in Applied Anthropology, 2022   Bachelor of Arts in Anthropology, 2017

San Jose State University, CA   University of California, Berkeley

Interests   Food, Traveling, Hiking, Interior Design, Anime, Language Studies, Event Planning