

# Glenn Ference

Senior UX Researcher

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LINKS

[Portfolio: uxfol.io/gference](https://uxfol.io/gference)

## 01 PROFILE

I'm a UX researcher with a boundless curiosity about people and a deep belief in kind collaboration.

I partner with teams to tackle industry-scale challenges, armed with a toolkit spanning qualitative, quantitative, and design thinking methodologies (MS in Human Computer Interaction & BA in Psychology).

## 02 EMPLOYMENT HISTORY

Dec 2021 — Present

Remote

### Senior UX Researcher at Exasol

- Established UX research and strategy efforts for a large-scale data & analytics company
- Conducted both formative and evaluative user research
- Conducted continuous UX research initiatives while working with product, engineering, and cross-functional stakeholders
- Managed all phases of the UXR process, including generation and analysis of research findings.
- Maintained a centralized UX research repository

Dec 2019 — Jan 2021

Cleveland, OH / Remote

### Senior User Experience Researcher / Designer at Proformex

- Established all UX research and strategy efforts for a FinTech SaaS application
- Conducted both formative (e.g., contextual interviews) and evaluative (e.g., lab/remote sessions, surveys) research
- Developed workflows and wireframes to effectively communicate interaction and design concepts
- Established and maintained quantitative UX insights dashboard for both general and executive use
- Managed and lead contractors to deliver additional product UI work as needed

Mar 2019 — Dec 2019

Remote

### UX Instructor and Curriculum Coordinator at Lambda School

- Delivered curriculum to students, tracked student progress and prepared students for the job market
- Actively contributed to and improved upon the existing curriculum in conjunction with the curriculum development team
- Taught multiple lessons and guided projects throughout the day
- Lead regular question and answer sessions around the curriculum

Aug 2018 — Mar 2019

Cleveland, OH

## Product Designer at Robots & Pencils

- Crafted and executed research to validate various product hypotheses, leveraging a broad toolkit of methods including: in-depth interviews, surveys, prototype testing, usability, and observational studies
- Created new user experiences that simplified internal workflows and processes for medical professionals
- Improved the design and experience of existing products by working closely with engineering, outside research teams, and end-users

Apr 2017 — Aug 2018

Akron

## Lead UX Designer & Researcher at Wastebits

- Established all UX research and strategy efforts for an environmental SaaS application
- Designed and facilitated multi-method studies across important product areas, using methods such as ethnographic/field research, surveys, user/usability testing, and internal ideation workshops
- Developed high level and/or detailed storyboards, wireframes, and prototypes to effectively communicate interaction and design ideas.

Mar 2015 — Apr 2017

Westlake

## UX Designer / Analyst at American Greetings

- Utilized both new and existing user research to create highly usable, engaging designs and experiences
- Clearly and persuasively communicated, specified, and described design concepts, solutions and needs to senior executives
- Validated that designed solutions meet user needs through usability testing methods such as unmoderated testing, moderated testing, and A/B testing
- Contributed and built upon the group's shared knowledge of user-centered design and research methodologies

## 03 EDUCATION

Jan 2014 — May 2016

Chicago

### DePaul University

Master of Science (distinction) in Human-Computer Interaction

Aug 2009 — May 2013

State College

### The Pennsylvania State University

Bachelor of Arts in Psychology