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Sarah Romoslowski

Mixed-Methods UX Research and Research Leadership

EDUCATION

ASU

MFA Digital Technology

Carnegie Mellon

BFA Electronic Media

CityU of Hong Kong

Exchange

RESEARCH METHODS

Jobs to be Done

Design Thinking

Problem Space

User Interviews

Focus Groups

Usability Testing

Task Analysis

Diary Studies

Paper Prototyping

Segmentation

Concept Testing

Workshops

Affinity Mapping

User Profiling

UXR Storytelling

SPEAKING and PUBLICATIONS

Visit

www.sarahromoslowski.com
for a list

EXPERIENCE

U.S. Bank, San Francisco - UX Researcher (contract)

APRIL 2021 - present

Applying Jobs to be Done strategy to inform the direction of internal developer tools

Freelance UX Research Consultant and Blogger

JANUARY 2021 - present

- Contributing author at <https://blog.playtestcloud.com/>
- Games user research with leading European mobile game companies via PlaytestCloud

Virta Health, San Francisco - Director of UX Research

NOVEMBER 2019 - MARCH 2020

- Established first UXR program informing product direction and strategy
- Delivered insights for behavioral and mental health features, patient onboarding, provider experience, and the Virta starter kit
- Formed a collaborative Health Journeys Monthly patient listening team
- Implemented logistics for robust, scalable, and HIPAA compliant remote user research

Glu Mobile Inc, San Francisco - Senior Manager UX Research

MARCH 2014 - NOVEMBER 2019

- Yearly oversight on 12+ product research roadmaps, budgets, and key initiatives informing new game concepts, metagame features, social features, onboarding experiences, story content, character designs, marketing messaging, ad creatives, and more
- Grew UX research from a team of one to a team of eight over the course of five years
- Transitioned a central org to a semi-embedded structure expanding services across product lifecycles
- Standardized a multitude of research practices such as usability success factors, brand assessments, motivational studies, market segmentation, concept testing, and product benchmarking

Kizoom Labs, Berkeley - Research and Strategy Consultant

OCT 2013 - JAN 2014

Sifteo Inc, San Francisco - Game Designer and User Researcher

MARCH 2011 - JULY 2013

EA Pogo.com, Redwood Shores - Assistant Producer

AUGUST 2009 - MARCH 2011

Arizona State University, Tempe AZ - Research Assistant for the SMALLab

AUGUST 2006 - MAY 2009 <https://www.smallablearning.com/>