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# CHLOE ALYCE CAULEY, MBA, CUA

The University of Texas - Master of Business Administration Candidate '24

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## CONTACT

[chloe@chloe-alyce.com](mailto:chloe@chloe-alyce.com)

## PORTFOLIO

[chloe-alyce.com](http://chloe-alyce.com)

## ABOUT

Energetic, resourceful and creative professional with demonstrated experience in User Experience Research, UX/UI design, Design Thinking, also a [Certified Usability Analyst](#) by Human Factors International.

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

The University of Texas at Austin – 2024

### BACHELOR OF ARTS

Asian Cultures & Languages,  
The University of Texas at Austin

## LANGUAGES

Korean, Mandarin, French  
Python, HTML, CSS

## TOOLBOX

Axure, Figma,  
UserTesting.com, User  
Zoom, Qualtrics,  
Optimizely Adobe  
Photoshop, Illustrator, XD  
and Premier Pro, Google  
Analytics 360

## VOLUNTEER

**Big Brothers, Big Sisters Houston** |  
Energy-Industry Mentor  
**Black Girls Code** |  
Volunteer/CORE Team

## UX RESEARCH PRINCIPAL, COMMERCE | TOAST | 03/2022 – Present

- Leads all projects from scoping, executing, delivering, and seeing through to impact for (3+) product teams.
- Produces quarterly research roadmap, using mixed-methods user research.

## UX RESEARCH MANAGER | ROOT, INC | 08/2021 – 01/2022

- **Established tactical and strategic mixed-method research initiatives** a broad research toolkit, including ethnographies, usability testing, in-depth interviews, surveys, tree testing, card sorting and more.
- Partnered with cross-functional stakeholders across the business to identify and conduct research, driving improved customer experience and product strategy.
- **Provided mentorship to (3) direct reports on mixed-method research, from planning and developing discussion guides to execution.**

## USER EXPERIENCE RESEARCHER | NRG | 01/2018 – 07/2021

- Conducted un/moderated usability testing via UserTesting and UserZoom, while collaborating with product owners and business owners about functional and customer needs, directly affecting go-to-market strategy and tactics.
- **Collected and analyzed user behavior** through ethnographic research, Adobe analytics, online experiments (A/B testing), card sorting, benchmark studies, in-person interviews, and customized surveys **for findings presentations to c-level execs.**
- **Democratized user research as sole UXR** by working closely with business and product owners to **evangelize the benefits of research-driven design** across product teams and provide educational content and training to support teams across departments by **conducting design thinking workshops and establishing design sprints.**

## UX/DIGITAL MARKETING ANALYST | Frontier Utilities | 09/2015 – 01/2018

- Developed a **new customer journey/user experience by creating wire frames and providing UX insights into final implementation (90% by Jan 2016) for the entire e-commerce process**, including 10+ landing pages, micro-site, 10+ partner sites, and a mobile app.