CHLOE ALYCE CAULEY, 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://www.chloe-alyce.com/)  password: **helloworld123**  ABOUT  Energetic, resourceful and creative digital professional with demonstrated experience in User Experience Research, UX/UI design, Design Thinking, Project Management, Agile and Scrum. Also a [Certified Usability Analyst](https://humanfactors.com/hfi-training/certification/cua_directorylist_byname.asp?listview=lastname&alphabet=A) by Human Factors International. |  | PROFESSIONAL EXPERIENCE  **UXR LEAD |** TOAST | 03/2022 – Present  **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 direct reports on mixed-method research**, **from planning and developing discussion guides to execution.** * Crafted compelling stories for stakeholders and leaders to evangelize findings and drive empathy with customers.   **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| 0*9/2015 – 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. * Manage all digital and social media performance dashboards (Texas and Northeast: New York, Pennsylvania, and New Jersey), optimizing KPIs based on Google analytics: cost-to-acquire margins, paid/earned engagement, cost-per-conversion, etc., culminating monthly via presentation to C-level executives * **Increased overall digital engagement by 300% and exceeded digital sales target by 450%** through optimization digital channels: Display (Google), SEM, SEO, Paid Social (Facebook/Instagram, Pinterest, Twitter and LinkedIn), Affiliate and CSE. |
| EDUCATION |
| **MASTER OF BUSINESS ADMINISTRATION**  The University of Texas at Austin – 2024  **BACHELOR OF ARTS**  Asian Cultures & Languages,  The University of Texas at Austin - 2015  **Minor:**  Mandarin |
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| 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 |