CHLOE ALYCE CAULEY, CUA

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

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| CONTACTchloe@chloe-alyce.com PORTFOLIO[chloe-alyce.com](http://www.chloe-alyce.com/) password: **helloworld123**ABOUTEnergetic, 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.
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| 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 |
| TOOLBOXAxure, Figma, UserTesting.com , User Zoom, Qualtrics, Optimizely Adobe Photoshop, Illustrator, XD and Premier Pro, Google Analytics 360VOLUNTEER **Big Brothers, Big Sisters Houston |** Energy-Industry Mentor**Black Girls Code |** Volunteer/CORE Team  |