

Shayli (Roiz) Jimenez

📍 2450 Carlmont Dr. Apt 9 Belmont, CA
📞 650-460-9689 ✉️ shayli.roiz@gmail.com

EXPERIENCE

Sr. User Experience Researcher/Team Lead **Facebook, Menlo Park, CA**

Aug. 2015 - Present

Lead and collaborate with a team of researchers to triangulate skills and objectives to complete complex research projects, in addition to managing team member roadmaps and project allocation

Design, recruit, conduct, analyze and report user research initiatives employing the following methodologies:

- remote usability testing
- moderated usability testing
- moderated interviews
- surveys
- focus groups
- participatory design
- diary study
- intercepts
- international fieldwork
- contextual inquiry
- content analysis
- a/b testing

Create and communicate research plans and findings with actionable tactical and strategic recommendations to product teams and leadership through the following deliverables:

- test strategies, plans, scripts, discussion guides
- test reports, clips, highlight reels
- personas
- product and feature analysis
- journey maps
- graphs
- syntheses
- archetypes
- narratives
- presentations

Sr. User Experience Designer/Research Lead **Gannett Digital, Mclean, Va**

Apr. 2013 - Aug. 2015

Led, conducted, documented and reported user research initiatives to stakeholders. Designed user experiences for desktop, tablet, native mobile applications and mobile web products.

User Experience Consultant **Aquilent, Washington, D.C.**

Oct. 2012 - Apr. 2013

Proposed, planned and managed remote and in-person iterative usability tests for government websites, intranet web application sites and tangible testing devices.

Usability Analyst II **GEICO, Chevy Chase, MD**

Jun. 2007 - Oct. 2012

Designed, moderated and analyzed various user experience tests to identify and resolve usability issues for prospective designs for desktop, mobile and internal expert systems. Promoted from intern to analyst to analyst II.

EDUCATION

B.A. Public Communication with minor in Graphic Design
American University, Washington D.C., Graduated Cum Laude, May 2008