



DEYANIRA VERDEJO

UX Researcher

CONTACT

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SKILLS

UXR/METHODS

User Interviews
Card Sorting
Survey Design and Analysis
Task Analysis
Stakeholder Interviews
Usability Testing
Literature Reviews
Primary and Secondary Research

UXR/TOOLS

Adobe Creative Suite
Sketch
InVision
Qualtrics

CODING

Python
Processing
HTML

LANGUAGES

Spanish/native
German/proficient
Italian/beginner

CERTIFICATES

Certified HIPAA Professional (CHP)
Human-Centered Design 201:
Prototyping/IDEO.org
Introduction to Human-Centered
Design/IDEO.org
UX Design Certificate/General
Assembly
Data Science Certificate/General
Assembly

AWARDS

Winner, UX Result Design
Hackathon, 2019
(Icons 8 and Adobe Challenges)

RELEVANT EXPERIENCE

● MBL Technologies, Inc., Senior Privacy Consultant & Project Lead

WASHINGTON, DC

SEP 2016 – MAR 2021

Launched an intranet hub as part of a government agency-wide professional development program for 500+ users and strategized hub redesign with developer, leading to 800+% increase in page views over 3 years.

Spearheaded usability testing; identified key stakeholders and users; drafted testing plan with use scenarios; designed feedback survey; conducted interview sessions with 5-10 users; and summarized key insights for sharing up to government agency leadership.

Cultivated successful client and key stakeholder relationships resulting in a 27% project value increase within 5 quarters.

Advocated for users across government consulting engagements and served as company UX subject matter expert, establishing use of UX best practices.

● Motherhood.Design, UX Researcher/Designer (Volunteer)

WASHINGTON, DC

SEP 2019 – DEC 2019

Recruited and interviewed postpartum doulas and lactation consultants to obtain insights into post-birth service provider pain points in expanding user base. Collaborated with product team to compile insights into market and value proposition.

● Rice University - Jones School of Business, Research Analyst

HOUSTON, TEXAS

JUL 2013 – JUL 2014

Designed 28 distinct multidisciplinary academic projects with 100+ faculty members utilizing qualitative research methods such as survey design, transcript coding, meta-analyses, and literature reviews.

Conducted primary and secondary research on theories of creativity and resourcefulness leading to publication of book (*Stretch* by Scott Sonenshein).

Transcribed and timestamped interviews for foundational history of accounting practices titled *Financial Reporting and Global Capital Markets*.

Coded and ran a web scraping script to extract data on 1000+ case filings text files and create a database for finance faculty research.

● Texas Children's Hospital, Immunization Research Intern

HOUSTON, TEXAS

OCT 2011 – JUL 2013

Recruited, enrolled, and interviewed 500+ study participants in hospital emergency centers as part of a multiyear CDC-funded study monitoring Rotavirus.

● Alzheimer's Association, Development Associate

HOUSTON, TEXAS

APR 2010 – MAR 2011

Transformed reporting to Board of Directors from Excel spreadsheets to meaningful visual storytelling through GIS mapping. Demonstrated ROI of organization's marketing campaign, which increased donor engagement and participation in the Memory Walk across 39 counties raising over \$1 million.

EDUCATION

● Georgetown University, School of Foreign Service

MA in German and European Studies

WASHINGTON, DC

MAY 2016

Concentration in Cybersecurity and Transatlantic Tech Policy

● Rice University

BA in Political Science, Policy Studies, and German Studies

HOUSTON, TX

MAY 2009