HELANA DARWIN, PHD

Qualitative UX Researcher with 10+ years of human-centered research experience

UX Researcher, AnswerLab — Dec 2021 - Present

- Designed and executed customized B2C and B2B research for multiple industries
- Executed a wide range of UX Research methods, including exploratory IDIs, persona-generative IDIs, focus groups, diary studies, heuristic evaluations, competitive analysis, and unmoderated card sorting
- Collaborated with cross-functional team members to produce research reports for clients on the following:

  Usability of a social media app | Usability of an occupational training website | Usability of a career training website | Information architecture for a Human Resources app | Pain points in a retailer's hiring process users' | Sentiments toward an app's notification system | Users' experiences of help links | Pain points among users of an online educational platform | Competitive analysis of business messaging apps

- Contributed to internal initiatives such as ERGs, professional development, and ethics committees

Qualitative User Researcher, HealthCourse, Inc — June 2021 - Nov 2021

- Conducted thematic discourse analysis of online learners' experiences in NVivo, using transcribed live zoom discussions and platform discussion posts as data
- Collaborated with data scientists to produce compelling mixed-methods reports for stakeholders

PhD Research Scientist, Stony Brook University — Aug 2014 - Aug 2020

- Executed an exploratory virtual ethnography to identify gender nonbinary people's primary obstacles
- Trained research teams to code open-ended interview data from 47 nonbinary people, while holding regular team meetings to discuss themes, refine coding systems, and obtain intercoder reliability
- Published a book based on triangulated data about gender nonbinary people
- Identified representational trends within mainstream Body Positive imagery through A/B testing between viewer responses to a trendy campaign and a less trendy one
- Designed and executed a 38-item open-ended survey about a trend in a religious community, recruited 576 participants, and trained junior researchers to thematically code the qualitative data
- Performed a frame analysis of the Body Positive Movement's aims and goals through blog discourse
- Utilized "guerilla research methods" in bars to explore how gender influences beer selection

Social Media Director, Center for the Study of Men and Masculinities — Sept 2018 - May 2020

- Curated relevant social media content on Facebook and Twitter
- Ensured ongoing buy-in from institutional stakeholders through status reports
- Developed front-end content for Center's website and streamlined website's information architecture

Course Instructor, Stony Brook University — June 2017 - Jan 2019

- Created and instructed 4 Sociology courses about systematic oppression and inequality
- Redesigned online teaching portals and adjusted information architecture to maximize learning potential

RESEARCH IMPACT
300+ citations of findings
10 K YouTube views
10+ interviews with press
40+ presentations
1 book
13 academic publications
20+ research awards/grants
Expert consultant for Miller Lite and 10+ journals

EDUCATION
PhD Sociology (2020)
MA Sociology (2016)
Advanced Graduate Cert. in Gender and Sexuality Studies (2016)
MA Jewish Studies (2012)
BA Psychology (2008)

CERTIFICATES
UX Foundational Research
UX Remote Research
UX Research Methods: Card Sorting
UX Research Methods: Interviewing
UX Research for Agile Teams
UX Research: Going Guerila
Online Teaching

SKILLS
Project Management
Usability Testing
Interviews
Focus Groups
Ethnography
Sentiment Analysis
Discourse Analysis
Heuristic Analysis
Card Sorting
Public Speaking