

Nicole Hunt

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Summary: I'm a lead UX researcher with over **6 years experience**. I convert skeptical stakeholders into UX research evangelists by providing transparency throughout my research process, creating a collaborative environment, and deeply caring about my stakeholders and their goals. If you want impactful UX research that stakeholders actually implement then I'm the person for the job.

WORK EXPERIENCE

J.B. Hunt Transportation - Enterprise web applications

Remote

Lead UX Researcher, Interim Project/Operations Manager

September 2021 - Present

- Spearheaded contextual inquiries, usability testing, quantitative benchmarking, Google Tag Manager analysis, and survey research for a legacy bid application modernization, driving a **2400% increase in bid creation** (from 800 to 20,000) within one quarter through streamlined processes and enhanced usability.
- **Elevated operations efficiency by 167%** through mixed-methods research for a **Safety** web application, yielding **\$521,156 in savings** by reducing driver collisions.
- Led end-to-end research for a driver management support application's modernization, achieving **higher usability than 90% of 468 benchmarked products**. Championed cross-functional collaboration to implement research recommendations, simplifying workflows and boosting usability.
- Designed and executed contextual inquiries, usability testing, journey mapping, interviews, design thinking facilitation, focus groups, card sorting, surveys, Google Tag Manager, Google Analytics, and SQL query analysis research for **10 enterprise products**, encompassing diverse **user populations (2-23,000)**. This strategic research utilized significantly advanced UX maturity across the organization.
- **Mentored** UX designers and entry-level UX researchers on comprehensive research processes, including research plan creation, data analysis, and stakeholder reporting.
- Established a department-wide **quantitative UX benchmarking protocol**, serving as Interim Operations Manager. This initiative reduced domain siloing and enhanced research outcomes for 40 UX professionals, including 8 UX Researchers.
- **Leadership & Community Involvement**
 - As Interim UX Research Operations Project Manager, spearheaded initiatives including Google Tag Manager trainings, standardizing enterprise persona formats, developing a research proposal process, and implementing a system for advance research project scheduling (2-3 quarters).
 - LGBTQ Employee Resource Group Member: Led monthly coffee chats across business units, **fostering a supportive and inclusive environment for LGBTQ employees**.
- **Awards**
 - URock Award (Peer-nominated)
 - UXcellence Award (Manager & Director-nominated)
 - Safety Product: Outstanding Modernization Award (Company Leadership Award)
 - Compliance Product: Outstanding 0-1 Product Creation Award (Company Leadership Award)

Mothership Rising - Startup B2B and B2C mobile application

Remote

Lead UX Research Consultant

May 2021 - August 2021

- Led B2C and B2B **mobile application** user research by conducting 10 discovery user interviews and recruiting and scheduling participants.
- **Improved B2B participant recruitment outcomes by 80%** by initiating participant text message campaign.
- As a solo researcher, mentored mobile app founder on UX principles over a 4 month period.

Abel Studios - B2C eCommerce website

Remote

UX Research Analyst Consultant

April 2021 - June 2021

- **Guided eCommerce client with \$597M annual revenue** in identifying key research questions and best methodology.
- Increased efficiency by 440% while conducting thematic data analysis on 12 hours of interviews, delivering materials within budget, timeline, and project requirements.
- 300% increase of efficiency in analyzing data, developing impactful insights and deliverables in order to improve usability key performance indicators.

- **Increased sales by 300%** through qualitative and quantitative research methods, including heuristic evaluation with 28 recommendations. Worked cross-functionally with designers and managers, who implemented all of my UX research recommendations.
- **Led 14 moderated usability tests** which resulted in a cross functional team implementing results to resolve 100% of usability issues found during testing.
- **Analyzed Google Analytics data** for 7,700 website visits from 5,500 visitors. Also conducted content and thematic analysis on 49 existing qualitative survey responses.
- Worked closely with product, marketing, and development teams to formulate user research strategies for gaining user feedback on new product and business additions.

LEADERSHIP EXPERIENCE

Here and Now Motherhood 501c3

Johnson City, Tennessee

Founder

December 2018 - April 2021

- Recruited, trained, and managed team of over 20 volunteers and interns; developed and led program that served over 150 rural families.
- Raised funds in conjunction with 5 other local organizations to create a mobile community breastfeeding space.
- Conducted surveys, interviews, and search engine optimization to create and improve nonprofit programs.

EDUCATION, CERTIFICATIONS

IBM Enterprise Design Thinking

Design Thinking Co-Creator

August 2024

Brigham Young University

Provo, Utah

Sociocultural Anthropology

- Conducted qualitative UX research to improve the university's library website. Won research grant and scholarship for ethnographic research thesis. Completed qualitative data analysis, statistics, and applied anthropology courses.

SKILLS AND INTERESTS

Research skills: Contextual inquiry, user interviews, usability testing, benchmarking, surveys, persona creation, facilitation, design thinking, stakeholder management, mixed methods research, think-aloud protocol, affinity mapping, thematic analysis, Google Analytics, Google Tag Manager, SUS, SEQ, UEQ.

Other skills and tools: UserZoom, EnjoyHQ, UserTesting.com, Qualtrics, MAXQDA, Microsoft Office, Microsoft Teams, participant recruiting and scheduling, Slack, Trello, Calendly, remote work.

PUBLIC SPEAKING

- Accelerant Research Conferences
 - "Soft skills that will make you a crucial part of your product team," 2025 ([view here](#))
 - "Research storytelling with comics," 2023 ([view here](#))
- Engineering and Technology conferences within J.B. Hunt Transportation
 - "UXR: The product team's secret weapon," 2025
 - "How UX research can help you and your team," 2021
- University presentations
 - UX research as a career path for anthropology students, presented at alma mater 2022-2023
- Presentation to startup founders through startup accelerator
 - "Accelerating your startup with UX Research," 2021