

Mariana Almeida, MS

User Researcher

Passionate about turning complicated, high-stakes information into simple and actionable experiences for consumer and business audiences.

I am seeking a qualitative UX researcher position helping leading brands build exceptional digital products.

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Work Experience

User Research Consultant – current

- Freelance researcher supporting small companies with remote usability, surveys, and user research.
- Conduct all functions of research including recruitment, methods selection, moderation, analysis, and reporting.

Digital Service Expert, 2016 (8 months)

US Digital Services at Veterans Administration, Remote

- Generalist user experience position in lean start-up environment within US government
- Collaborate with other UX designers and researchers to define design requirements and prototypes
- Conducted background research to understand product requirements
- Analytics gathering to understand user needs and top tasks
- Conducted user research to refine IA, labels, and page flows

Sr. Usability Consultant, Health Information 2011-2016

Permanente Medical Group, Oakland, CA

- Spearheaded usability consulting program to support 20 internal consultants creating in mobile, web, and print
- Led change management activities to promote culture of user-centered design
- Conducted variety of user research activities to evaluate products and define user needs
- Created prototype and iterated based on user testing
- Conducted design review of products to discover usability issues

Product Manager, Health Plan Content 2007-2011

Kaiser Permanente, Pleasanton, CA

- In Agile development environment, led user story development as product owner for UI team for kaiserpermanente.org
- Developed roadmap of features for selected products
- Led development of microsites for specialized audiences, such as high deductible members
- Defined requirements and prototyped page concepts for new product pitches
- Used web analytics to inform product decisions
- Conducted card sorting, interviews, and usability testing

Research and Evaluation Skills:

- Usability Testing
- Interviews and moderation
- Heuristic Assessment
- Survey Research

Development Skills:

- Content Development
- Wireframing and Prototyping
- Agile and Lean UX Methods
- Project Management

People and Presenting:

- Presenting to Executives
- Facilitation of Groups
- Negotiation

Education:

MS Human Factors in Information Design
with Distinction
Bentley University, Waltham, MA, 2015

BA Philosophy
with General Honors
University of Maryland, College Park, 1992

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Selected Projects

Foundational Research

- Shoe fitting software – identified user needs, pain points, and aspirations for shoe fitting software focusing on new market segment. Deliverable included personas and shopping habits framework.
- Restaurant ordering website – ethnographic research of restaurant customers for in-store kiosk
- Persona development – Advance Health Care Directive
- Winemaking app – identify user needs, habits, and behaviors

Concept Testing

- Message testing for hospital anti-infection messaging
- Message development and testing for new mammogram screening letter and webpage

Evaluative Research

- Identity management software - usability research focused on technical audience
- Search functionality – usability testing
- Usability and comprehension testing of end-of-life wish booklet

Mobile

- Heuristic review of medication adherence application
- Usability testing of winemaking app
- Medical claims mobile app design – identified user needs, prioritized functionality and designed and prototyped targeted user flow
- Location finder mobile app design – prototyped locating a public changing station for parents; user research to determine behavior and attitudes

Card Sorting and Information Architecture

- City of Berkeley website – content map for site redesign based on business needs
- Card sorting and interviews to define patient needs for surgery booklet
- Intranet – remote card sort for employee portal

Applications

- Prototyping and design: InVision, InDesign, Marvel, Visio, Balsamiq, iRise, Sketch
- Web analytics: WebTrends, Google Analytics, ForeSee
- Usability: Morae, OptimalWorkshop, WebEx, UserZoom, Lookback
- Project Management: Smartsheets, MediaWiki, MS Sharepoint
- Miscellaneous: Github, Slack, Survey Monkey

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Portfolio: Available upon request

Professional Interests

- BJ Fogg's Behavior Design
- Group facilitation
- Plain language

Presentations for Staff Development

- Choosing the Right UX Research Methodology, 2013
- Infographics for Health Information, 2014
- Clear and Simple Communication Principles, 2015
- Using Behavior Design for Health Education, 2015

Volunteer

- Slide Rule UX Class - mentor of emerging designers transitioning to UX
- Technology implementation lead for Berkeley community organization