



# ALYSSA BAUTISTA

SENIOR UX RESEARCH & STRATEGY

## RESEARCH SKILLS

Qualitative Research  
Mixed Methods Research  
Usability Testing  
A/B Testing  
Survey Development  
Contextual Inquiry  
Ethnography  
Competitive & Comparative Analysis  
Skilled Moderation  
Agile UX Research  
Heuristic Analysis  
Participatory Design  
Quantitative Data collection

## DESIGN SKILLS

Rapid Prototyping  
Wire framing  
Facilitating Design Workshops  
Storyboards  
Inclusive Language  
Affinity Diagrams  
Content writing  
Empathy Map Building  
User Journey Building

## CONTACT

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## SOCIAL

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## WORK EXPERIENCE

### AUDI OF AMERICA

Senior HMI Researcher | January 2022 - Present

- Leading all user studies from inception to conclusion; handling preparation, strategic recruitment, study design & facilitation of sessions

### PORSCHE DIGITAL INC

UX Researcher & Strategy | July 2020 - January 2022

- Leading UX research for online car sales in North America & My Porsche Ecosystem

### ANSWERLAB LLC

UX Researcher | June 2019 - June 2020

- Worked on long term client project on Spatial UX Design for Google Campuses to redefine future workspaces in Silicon Valley

### VOLKSWAGEN GROUP OF AMERICA

UX Design Researcher | Nov 2016 - June 2019

- Worked on research & design for reinvented the in-car user experience for level 3 autonomous vehicles for the year 2025 and beyond.
- Specialized in leading & conducting agile, qualitative studies

### MERCEDES-BENZ RESEARCH AND DEVELOPMENT OF NORTH AMERICA

UX Researcher | 2016

- Collaborated with Google & IDEO designers on redesigning commercial goods vehicles
- Ran ethnographic field studies for need finding projects

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## EDUCATION

### NIELSEN NORMAN GROUP UX

Interaction Design Certification | 2017

### GENERAL ASSEMBLY SAN FRANCISCO

User Experience Design Immersive | 2015

### UNIVERSITY OF CALIFORNIA, BERKELEY

B.A Sociology | Anthropology Minor | 2012