CONTACT

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✦ LinkedIn | Portfolio

KEY SKILLS

- Behavioral analysis
- Continuous improvement
- Data interpretation
- Product optimization
- User-centered research
- UX writing and documentation

EDUCATION

- Bachelor of Science (B.S.) in Psychology
  UNIVERSITY OF CALIFORNIA,
  Berkeley, CA

MAYA CARTER

ABOUT ME

A senior UX researcher with seven years of experience, specializing in qualitative research, usability analysis, and behavioral studies. A proven track record of translating user insights into actionable recommendations to refine product functionality. Adept at identifying creative approaches to increase user engagement.

PROFESSIONAL EXPERIENCE

Senior UX Researcher | Bluewave Social Inc., San Francisco, CA
October 2019 to present

- Lead user research initiatives for a social media analytics platform with over 6 million users, delivering insights to refine product functionality and features
- Design and execute qualitative studies, including user interviews and usability testing, leading to a 17% improvement in user retention rates within six months
- Partner with design, engineering, and product teams to implement research findings into overarching product strategy, contributing to a 19% increase in user satisfaction

UX Researcher | RetailTrend Analytics, San Francisco, CA
June 2017 to October 2019

- Conducted in-depth case studies, surveys, and interviews for an e-commerce analytics provider, which included collecting data on user behaviors and pain points
- Analyzed user feedback to identify trends and provide design recommendations, leading to a 13% increase in the platform's usability score
- Coordinated with product managers to implement changes based on research insights, enhancing the overall UX and improving conversion rates by 8%

CERTIFICATIONS

- Certified UX Researcher, Nielsen Norman Group, 2018
- UX Design Professional, Google, 2017