

# Sam Place

User Experience Researcher



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Brooklyn, NY

## Experience

### UX Designer

NYC & Company

2018-2020

- Developed a UX Research Strategy for the company
- Conducted all UX research activities including: usability testing, user interviewing, card sorting, etc.
- Synthesized data into actionable insights to inform design decisions
- Produced wireframes and prototypes for NYCgo digital campaigns, including NYC Restaurant Week.

### UX Research Intern

ClassPass

Summer 2018

- Completed a persona study for the product and marketing teams, resulting in four unique user personas for use in future product strategy
- Facilitated 20+ user interviews
- Coordinated participant recruitment and compensation

## Accomplishments

- UX Design Immersive Certificate, General Assembly
- NYC & Co. Junior Staff Development Leader

## Education

### Pacific University

MS in Clinical Psychology

2013 - 2015

- Student therapist; Gestalt clinical orientation
- Volunteer member of Pacific University Consulting Team (qualitative research projects)
- Graduated Magna Cum Laude

### Oregon State University

BS in Psychology

2009-2013

- Outstanding Junior Student of the Year, 2012
- Psychology Research Assistant, 2010-2013
- Phi Kappa Psi Honors Society

## Skills and Abilities

- Deep understanding of qualitative + quantitative research methods and processes
- Strong interviewer and survey writer
- Significant experience with design + prototyping software, including design systems
- Empathic, curious, and strong interpersonal communication soft skills
- Creative problem solver willing to dig for answers to challenging questions