britt mottola

WORK EXPERIENCE

G-P (Globalization Partners)   2022 - Now
Senior Product Researcher
• Lead research operations for 9 product/design teams serving over 3k B2B companies with 22k customers users across 100+ global enterprise sectors; project managing internal/external stakeholders, timelines, and data.
• Built and implemented a searchable repository of 90+ research projects
• Established research practices for consent, non researcher responsibilities, and data storage; standardized research methods and supporting documentation (templates, consent forms)
• Built and maintain a Confluence knowledge base of 25 pages
• Designed/Created a user research program; developed intranet training for 30+ employees in 6 months

OnlineMedEd   2019 – 2022
Lead UX Researcher
• Created and implemented a user research program; provided onboarding to 30+ employees in 5 months
• Established ethical research governance practices for consent, privacy, and data storage; standardized research methods and supporting documentation (templates, consent forms)
• Built and maintained a knowledge base/repository of 264+ user research insights
• Designed a searchable interface to make research data accessible, regularly utilized by 30+ employees
• Spearheaded recruitment, coordination, and scheduling of interviews with 100+ conducted; managed a database of 650+ participants
• Executed and observed weekly customer research sessions (continuous discovery); shared, socialized, and evangelized the value of user research through weekly share-outs on a dedicated Slack channel
• Collaborated as a liaison between Product, Sales, Marketing, CS, and UX Design teams to ensure relevant feedback surfaced at the right time and in the proper tool
• Facilitated the procurement, management, and automation of 10 tools to scale the research program sustainably

OnlineMedEd   2018 – 2019
UX Designer II
• Produced wireframes, mockups, and prototypes; owned QA for designs
• Ideated a common design language and design system for multidisciplinary teams
• Onboarded new teammates and supported success
• Guided naming conventions and file organization structure
• Pioneered user research initiative by building interdepartmental partnerships

CONTACT

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SOFTWARE

• Airtable
• Zapier
• Office 365
• Adobe Creative Cloud
• Heap
• Tableau
• Intercom
• Qualtrics
• SurveyMonkey
• HubSpot
• InVision
• Figma
• Confluence
• Jira
• User Testing
• Calendly
• Zoom

SKILLS

• Qualitative research
• Tool procurement
• Knowledge management
• Standardizing research methods
• Participant Management
• Governance
• Agile and Lean environments

EDUCATION

General Assembly
User Experience Design Certificate

Texas State University
Bachelor of Fine Arts, Communication Design/Studio Art

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Carnegie Technologies (contract)   2017 – 2018
UX Researcher + Designer
• Envisioned a geospatial app for the agriculture industry based on generative research and unmoderated usability testing
• Led ethnographic research and segmentation of nearly 300 survey responses to define target customers (via archetypes and journey mapping), clarifying user touchpoints and experience
• Interviewed 20+ target users to collect product and customer feedback for generative research
• Collaborated with developers and product management teams to assess project outcomes and prioritize features

Orange 142   2017- 2018
UX Designer
• Shaped design thinking strategies to increase conversion metrics for an e-commerce hospitality site
• Streamlined information architecture led usability audit, and constructed user flows
• Built annotated wireframes and hi-fidelity mockups based on user interviews