

DAISY AMORNVIVAT

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Experience

Staff UX Researcher
Snagajob | Feb 2022 – Aug 2022

- Executed generative research studies across multiple product teams while advocating for research to be collaborative and more embedded in the product design process. Projects included: Dashboard redesign, Easy Apply Onboarding, Uplevelling, Bulk Apply.
- Provided mentorship and training to designers in conducting their own evaluative user research. Established research best practices and guidelines and held weekly office hours for ad hoc research assistance.

Design Research Lead
College Board | Jul 2019 - Jan 2022

- Established research best practices and guidelines. Led research for College Readiness Assesment and Financial Aid portfolios. Projects included: SAT registration experience redesign, the digital SAT, Test Day Toolkit SAT administration app, Bulk Registration tool.
- Developed a centralized process for intake of research requests from product teams across the organization. Provided teams with best practice guidelines and training on how to run their own research.

Freelance UX Researcher
HUGE | May 2019

- Conducted qualitative user research for Android.com site redesign for client, Google.

Freelance UX Researcher
Roomrs | Nov 2018

- Delivered generative research strategy for co-living apartment provider, Roomrs.

UX Researcher
Feedback Loop | Nov 2016 – Jul 2018

- Designed and conducted daily user tests for Fortune 500 clients at all stages of the product life cycle. Clients included: Aetna, AARP, Comcast, NBC/Universal, Wiley, Liberty Mutual, Prudential, Cardinal Health.
- Honed qualitative user testing methods into a more agile and automated process with improved consistency, quality and turnaround time on Feedback Loop's platform.
- Trained test specialists and client success managers on best practices for creating and running successful user tests via weekly test reviews and office hours.

UX Consultant
Bluotion | Jan 2016 – May 2016

- Provided UX strategy and user research for social networking app concept, PUGMii. Deliverables included: product value proposition, competitive analysis, qualitative user interviews and analysis to validate proof of concept to stakeholders.

UX Researcher
Veltek Group | Oct 2015 – Nov 2015

- Led user research for craft beer delivery app concept, Jaxay. Deliverables included: qualitative user research, competitive analysis, user personas, define minimum viable product and high-fidelity prototype.

Education

General Assembly | New York, NY | 2015
User Experience Design Immersive

Pratt Institute | New York, NY | 2007 – 2009
Masters of Professional Studies in Design Management

Assumption University | Bangkok, Thailand | 1997 – 2002
Bachelor of Arts in Visual Communications

Skills

1:1 Interviews
A/B testing
Agile
Card sorting
Competitive analysis
Concept testing
Contextual inquiry
Design sprints
Moderated testing
Product design
Prototyping
Qualitative data analysis
Quantitative data analysis
Remote user testing
Surveys
Unmoderated testing
Usability testing
User flows
User personas
User research
Visual design
Wireframing

Tools

Adobe Creative Suite
Airtable
Confluence
Figma
GetSiteControl
Google Workspace
Intercom
InVision
JIRA
Lookback
Loop 11
Microsoft Suite
Miro
Optimal Workshop
Qualtrics
Sketch
Usability Hub
Ustesting
User Zoom Go
Zeplin

Languages

English (Native)
Thai (Native)