

Ana Sumbo

Researcher with experience collecting data from demographically diverse audiences across B2B, B2C, & non-profit organizations. Developed a track record of successfully managing research from discovery to delivery including planning, synthesis, ideation, & delivery of actionable insights from qualitative research.

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PROFESSIONAL EXPERIENCE

UX Researcher, Polydelta — Remote

2023

- Led user journey mapping for **three distinct stakeholder groups**, resulting in comprehensive understanding of pain points, needs, & opportunities for process improvement.
- Derived insights from **unmoderated usability test** data to identify optimization opportunities, resulting in **10% decreased processing time** for healthcare referrals.
- Spearheaded cross-functional collaboration with internal partners to gather essential updates for client presentations, resulting in better stakeholder understanding of research impact.

Accomplishments

- Developed comprehensive strategy documents highlighting key findings, unanswered questions, & actionable recommendations for further research.
- Presented usability test outcomes from updated product prototype to external clients, showcasing valuable feedback that led to **20% decrease in usage errors**.

UX Researcher, Coil Technologies, Inc. — Remote

2022 - 2023

- Managed operations by crafting research plans & arranging participant recruitment, ensuring the collection of relevant interview data.
- Presented interview findings informing key stakeholders of how to address content monetization needs of creators who partner with the PIERCED brand.
- Generated insights from **300+ survey responses & 25 stakeholder interviews** to make actionable recommendations on aligning audience needs with business objectives.

Accomplishments

- Informed development of auto-generate affiliate links tool for podcasts by presenting strategic creator monetization insights to internal stakeholders.
- Influenced strategy of podcast series with over **1,120 downloads** by identifying ways to accommodate listeners & increase engagement.

Service Designer, Junction Arts & Media (JAM), — Hanover, NH

2022

- Employed design methods to improve accessibility of JAM's media education for marginalized communities; launched *Pass the mic!* an initiative connecting local groups to free resources.
- Synthesized findings from **22 zoom interviews, 28 experience surveys, & field studies** to identify key opportunities within rural media education.

Accomplishments

- Established relationships between JAM & **6 local affinity organizations** to improve media access for racially diverse communities in the Upper Valley.
- **Increased community response rate by 15%** through redesigning JAM's outreach strategy.

UI/UX Designer, Dartmouth DALI Lab — Hanover, NH

2021 - 2022

- Delivered app & web solutions to external hiring clients by collaborating with a cross-functional team of engineers, designers, product managers, & data scientists.
- Advocated for crucial design changes by synthesizing insights from **12 interviews**, ensuring alignment between expressed user needs & project constraints.
- Conducted **moderated usability testing** to refine interfaces, guaranteeing user satisfaction with intuitive experiences.

Accomplishments

- Attained **25% increase in life cycle assessment productivity** by applying interview & usability insights to web designs.
- Launched MVP **a week ahead of schedule** by delivering final designs before milestone date.

Service Designer, Dartmouth Design Corps, — Hanover, NH (Remote)

2020 - 2021

- Established objectives, timelines, & plan, ensuring alignment with client goals & project success.
- Compiled actionable recommendations for clients by gathering insights from **450+ survey responses & 35 stakeholder interviews**.

Accomplishments

- Received over **2,000 unique visitors** during Irving Institute Building's opening week by launching undergraduate & graduate engagement strategies.

SKILLS

Research

Discovery research
Interview guides
Interviews
Personas
Qualitative moderation
Content analysis
Formative research
Surveys
Data annotation
Journey maps
Ecosystem maps
Process flows
Evaluative research
Field studies
Usability studies
A/B testing
Research management
Research roadmapping
Workshop facilitation
Market research
Service design
Curriculum design

Tools

Asana
Figma
Miro
Mural
Dovetail
Qualtrics
SurveyMonkey
User Interviews
UserTesting
Google Suite
MS Office

EDUCATION

DARTMOUTH COLLEGE

B.A. in Geography & Human Centered Design with a minor in Spanish-Portuguese Studies. I studied human relationships with communities, cultures, economies, and the climate to tackle a range of challenges using human-centered design.

LANGUAGES

English
Portuguese
Spanish