

Eli Marietta | Mixed-Methods UX Researcher

uxeli.com | me@uxeli.com | <https://www.linkedin.com/in/elimarietta/>

Education

Georgia Institute of Technology
Master of Science, Human-Computer Interaction
Expected: May 2026

University of Denver
Bachelor of Arts, International Studies
Nov 2022

Experience

UX Researcher | Simpplr (Sponsored Project) Aug 2024 - Dec 2024

- Spearheaded 4 research methods with 2 UX Designers and 1 UX Researcher to increase user productivity and communication for an AI-powered employee experience platform
- Improved the SUS score by 73% through moderating 8 research sessions and identifying 35+ user needs with stakeholder buy-in
- Facilitated 3 workshops to brainstorm 15+ research questions in collaboration with cross-functional partners

UX Researcher | Tech Fleet Apr 2023 - May 2024

- Led 3 rounds of usability testing and 8 user interviews to create a more user-friendly block explorer and NFT analytics platform
- Reduced the rate of confusion by 28% through delivering 40+ recommendations to design, product, and development teams and increasing the number of tooltips by 106%
- Decreased task completion time by 18% through achieving buy-in from 30+ stakeholders during cross-functional meetings

UX Researcher | Hack for LA Jan 2023 - Jun 2023

- Performed usability testing and heuristic evaluations to improve organization guidelines for UX Designers' file management
- Delivered 15+ actionable recommendations for design and content teams by grouping notes into 6 distinct themes via real-time affinity diagramming
- Conducted desk research to triangulate findings across 9 research studies with cross-functional collaborators like Product Managers

Certifications

Designlab
UX: Interaction Design
Aug 2021

CareerFoundry
Intro to UX Design
Oct 2020

Skills

Generative Research, Evaluative Research, User Interviews, Usability Testing, Surveys, Contextual Inquiry, Card Sorting, Heuristic Evaluation, Digital Ethnography, Literature Reviews, Cross-functional Communication, Workshop Facilitation, Stakeholder Interviews, Agile Methodologies, Data Analysis, Affinity Diagramming

Tools

Qualtrics, UserTesting, R, Dovetail, Useberry, Condens, Figma, Adobe XD, Sketch, Miro, Tableau, Adobe CC, Notion, Google Workspace, Calendly, Slack, Zoom, HTML, CSS, WordPress