

ANNELISE SMITH

annelisesmithux@gmail.com

SUMMARY

I'm a **PROJECT MANAGER** and **USER RESEARCHER** with a background in UX Design, AR/VR, and Developmental/Organizational Psychology. I work with hardware engineers, software developers, designers, and researchers to solve complex technical, operational, and interpersonal challenges while delivering projects on-time and on-budget. I have a knack for keeping the bigger picture in mind while still being meticulous and detail-oriented. I take pride in forging genuine, authentic connections across disciplines to build consensus, gain buy-in, and help teams deliver their best work.

RELEVANT EXPERIENCE

User Studies Program Coordinator at Facebook Reality Labs via Filter *Redmond, WA (Feb 2018 - present)*

- Provide end-to-end user study coordination and planning for 25+ AR/VR user studies
- Manage and allocate study resources and schedule team of 20 Research Assistants across multiple, competing user research projects and deliverables.
- Partner with hardware, user research, legal, health & safety, and operations teams to define and monitor study objectives/scope and make adjustments as needed.
- Write, submit, maintain, and disseminate regulatory documents and project updates.
- Design and implement processes for participant recruitment, scheduling, data collection, and gratuity payments to increase efficiency while enhancing participant experience.
- Develop, design, and disseminate org-wide onboarding, training, continuing education modules, and documentation for all research assistants and interns.
- Provide timely reporting of study statuses, resource allocation, and operational blockers.

Research Assistant at Facebook Reality Labs via Filter *Redmond, WA (Aug 2017 - Feb 2018)*

- Worked with research scientists, engineers, and designers to set-up and facilitate user studies involving confidential AR/VR prototypes and technical equipment.
- Coordinated recruitment and scheduling of external and internal study participants.
- Wrote and implemented accessible research study protocols and user recruitment plans. Prepared data analysis and reports for PMs and Lead Researchers

UX Researcher and Content Strategist at Republic Development & Design *Remote - Sacramento, CA (Jun 2017 - Sep 2017)*

- Facilitated meetings between web development team and client to define project scope.
- Planned/conducted usability testing and compiled design recommendations to streamline checkout process and increase online orders for an e-commerce re-design project.

User Experience Design Instructor at General Assembly *Seattle, WA (Jan 2017 - Dec 2017)*

- Led the development of workshops and courses in user research, mobile design, persona creation, journey mapping, to ensure alignment with industry best practices.
- Conducted one-on-one and group design critiques and feedback sessions
- Developed and organized a campus-wide hackathon with 55+ participants.

Field Marketing Manager at Freelance *Seattle, WA (Oct 2015 - Sep 2016)*

- Devised, organized, and executed guerrilla marketing campaigns to drive product awareness, increase sales, and foster brand loyalty for Hershey's, Metro PCS, etc.

TOOLS/SKILLS

Qualitative/Quantitative Research Methods, Usability Testing, Sketch, InVision, MS Office, Adobe Illustrator, SPSS, Google Analytics, E-learning Design, User Journey Mapping, Personas, Conflict Mediation

EDUCATION

UX Design Immersive
General Assembly
Seattle, WA
2016

MA in Human Development
Washington State University
Prevention Science Focus
2013

BA in Social Sciences
Washington State University
Minor in Ethnic Studies
Minor in German
2011

OTHER EXPERIENCE

Child Abuse Investigator and Forensic Interviewer
WA Child Protective Services
Aug 2014 - Oct 2015

Program Manager
Communities in Schools of Lakewood, WA
Aug 2013 - Aug 2014

Research Manager
Washington State University
Aug 2011 - Aug 2013

Cultural Competency Training Lead
Washington State University
Aug 2012 - Nov 2013