



Dawn E. Procopio

PORTFOLIO:

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Education

2016

Bachelors of Art, Political Science, GPA 4.0

University of Illinois at Chicago

PhD coursework in Predictive Analytics for Social Sciences

Skills

Methods: Qualitative and Quantitative Mixed Methods, Concept Testing, Interviews, Usability Testing, Moderated/Unmoderated Testing, Remote Moderated Testing, Clickstream/Analytics, Contextual Inquiry, Field Studies, A/B Testing, Multivariate Testing, Surveys, Card Sorting/Tree Testing, Diary Studies, Usability Benchmarking, Participatory Design, Customer Feedback, Focus Groups, Eyetracking, Desirability Studies, Attitudinal & Behavioral Triangulation (Advanced Research Architecture)

Common Tools:

- UserTesting
- Qualtrics
- Dscout
- Dovetail
- UserBrain
- Optimal Workshop
- Figma
- Miro
- Atlassian/Jira

Recognition

User Testing Guest Expert,
“Insights Unlocked” Podcast,
Season 3, Ep 109

AI-ETHICIST.ORG • Principal UX Researcher

Chicago, IL • May 2016 - PRESENT

Lead and execute end-to-end mixed method studies –from stakeholder elicitation, research planning, execution, analysis, reporting, and driving cross-functional decisions and solution direction with designers, engineers, PMs, POs, marketing, and data science. Previous Clients: BNY Mellon, Joyin, Think Smallish, Underwriter, iMaree, Audience Genomics, CDC, Roper Growth Media, RealmAI, Figma, BMW, Walgreens

SIEMENS • Senior UX Reseracher Level 7

Chicago, IL • Nov 2022 - Nov 2023

Led and executed end-to-end mixed-method studies, including: Remote In-Depth Interviews, Surveys, Moderated and Unmoderated Usability Testing, Ethnography, and Contextual Inquiry. Led U.S. Building-X Strategy for Smart Infrastructure North America in weekly scrum meetings and quarterly international workshops with over 20 diverse stakeholders spanning Europe, South America and Asia. Built & trained, from the ground-up, a 4-person international UX research team in UXR best practices, Research Ops, and clinical-style hands-on mentorship in executing methodology.

INSTAGRAM • Senior UX Reseracher Level 5

Menlo Park, CA • Nov 2021 - March 2022

Led and executed end-to-end mixed method generative and evaluative research to inform product strategy and feature development for The Foundations team. Led IG Desktop Strategy for Search, Stories and high level IA experiences with Sequential Explanatory Mixed Methods Study consisting of: Survey, Diary Study, Unmoderated Usability Testing, Interviews, and Participatory Design. Led 3 teams of moderators and notetakers in monthly Remote Moderated Usability Testing and Moderated Concept Testing for diverse stakeholder alignment and cross-functional education.

VIVID SEATS • Senior UX Researcher

Chicago, IL • SEPT 2021 - OCT 2021

Led two Unmoderated Usability Testing studies while building from the ground up the first UX Research practice for the entire company.

AMAZON (AWS) • Senior UX Researcher

Seattle, WA • May 2021 - Jul 2021

TIME WARNER CABLE • Senior UX Researcher

Denver, CO • Mar 2021 - May 2021

MICROSOFT • Senior UX Researcher

Seattle, WA • Mar 2020 - Jun 2020

UNITED AIRLINES • UX Researcher III

Chicago IL • Feb 2020 - March 2020

CAREERBUILDER • UX Researcher II

San Jose, CA • Sept 2018 - Sept 2019

SOLSTICE • UX Researcher

Chicago, IL • Sept 2017 - March 2018

GFK • UX Researcher

San Francisco, CA • Oct 2016 - Mar 2017

AMERICAN HOSPITAL ASSOCIATION • UX Researcher

Chicago, IL • Nov 2013 -Jan 2015

AMERICAN OSTEOPATHIC ASSOCIATION. • UX Researcher

Chicago, IL • Mar 2013 - Nov 2013

To see more roles since 2005 request CV