

# Dawn E. Procopio, UX Researcher since 2013

Mixed Methods | Attitudinal & Behavioral | Qual & Quant | Dawn@ai-ethicist.org | [LinkedIn.com/in/ai-ethicist](https://www.linkedin.com/in/ai-ethicist) | Portfolio: [uxresearch.ai-ethicist.org](https://uxresearch.ai-ethicist.org)

## SKILLS & TOOLS

**Methods:** 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)

**Tools:** UserTesting, Qualtrics, Dscout, Dovetail, Atlassian, UserBrain, Optimal Chalkmark, Figma, Miro and various LLMs

## INDUSTRY RECOGNITION

UserTesting, Guest Expert, S3 Ep109: [www.usertesting.com/resources/podcast/UX-research-for-machine-learning](https://www.usertesting.com/resources/podcast/UX-research-for-machine-learning) 2024

## EDUCATION

University of Illinois at Chicago, BA, Political Science, Summa Cum Laude 2016

Graduated 4.0 GPA; mastered Advanced Research Architecture with doctoral-level coursework in Predictive Analytics.

## EXPERIENCE

**AI-ETHICIST.ORG, Principal UX Researcher, Freelancer** Chicago, IL • May 2016 – Mar 2026

-Led and executed end-to-end UX research –from stakeholder elicitation and study design through execution, synthesis, reporting, and driving cross-functional decisions and solution direction with designers, engineers, PMs, & POs.

Previous Clients: BNY Mellon, Joyin, Think Smallish, Underwriter, iMaree, Audience Genomics, CDC, Roper Growth Media, RealmAI, Figma

**SIEMENS, Senior UX Researcher, Level 7, Smart Infrastructure** Chicago, IL • Nov 2022 – Nov 2023

-Led and executed end-to-end mixed-method UX generative research studies: Ethnography, Contextual Inquiry, Literature Review, Competitive Analysis, and Remote IDIs

-Built from the ground-up a 4-person international UX research team consisting of first-time UXRs in end-to-end UX research activities and best practices with clinical-style hands-on mentorship and international workshops with over 20 diverse stakeholders spanning Europe, South America and Asia.

**META, Senior UX Researcher, Level 5, Instagram Foundations** Menlo Park, CA • Oct 2021 – Mar 2022

-Led and executed end-to-end generative and evaluative research to inform product strategy and feature development for core Instagram experiences with a sequential explanatory mixed methods study consisting of: Survey, Diary Study, Usability Testing, Interviews, and Participatory Design.

-Led 3 teams of moderators and notetakers in monthly Remote Moderated Usability Testing and Mixed Methods Concept Testing for diverse stakeholder alignment and cross-functional education.

**VIVID SEATS, Senior UX Researcher, B2C Mobile & Desktop** Chicago, IL • Sept 2021 – Oct 2021

-Led and executed end-to-end tactical design research (Unmoderated Usability Testing) to inform product strategy and feature development and diverse stakeholder alignment.

-Established the company's first UX Research program with company wide seminars in UX standard operating procedures (SOPs) and best practices.

**AMAZON, Senior UX Researcher, AWS Machine Learning** Seattle, WA • May 2021 – July 2021

-Led and executed end-to-end generative and evaluative research to inform product strategy and feature development for information architecture of Sagemaker AI.

**TIME WARNER CABLE, Senior UX Researcher, Conversational AI** Denver, CO • Mar 2021 – May 2021

-Led and executed end-to-end generative research with Moderated Remote Mixed Methods Concept Testing to inform design sprints and stakeholder alignment.

**MICROSOFT, Senior UX Researcher, Search + AI** Seattle, WA • Mar 2020 – June 2020

-Led and executed end-to-end generative research with Mixed Methods Moderated Remote Concept Testing for transparent LLM search and collect experiences.

**UNITED AIRLINES, UX Researcher, Level 3, Enterprise Omnichannels** Chicago, IL • Feb 2020 – Mar 2020

Led and executed an expedited 5-day ethnography to directly inform HQ's airport employee strategic planning and quarantine response procedures.

**CAREERBUILDER, UX Researcher, Level 2, B2C Jobseeker Experiences** San Jose, CA • Aug 2018 – Sept 2019

Led and executed end-to-end generative and evaluative research with Unmoderated and Moderated Usability Testing across 40+ weeks of 1-week express sprints.

**SOLSTICE, UX Researcher, Rockwell Automation - B2B, Engineering Experiences** Chicago, IL • Oct 2017 – Feb 2018

Led and executed end-to-end generative research with Moderated In-Person Concept Testing that directed epic-level dev for all-product digital transformations.

**GFK, UX Researcher, B2C Healthcare Tech & Fortune 100s** San Francisco, CA • Oct 2016 – Mar 2017

Clients: Abbvie, Otsuka, Astellas, Verizon, American Express, Google

Moderated In-Person Usability Studies for patients' IFUs and digital pill sensors with mobile app coordination in FDA-required validation studies (ISO standard operating procedures.)

**AMERICAN HOSPITAL ASSOCIATION, UX Researcher, Healthcare Risk Management & Nurse Executives** Chicago, IL • Nov 2013- Jan 2015

**AMERICAN OSTEOPATHIC ASSOCIATION, UX Researcher, DO Desktop and Mobile Experiences** Chicago, IL • Mar 2013 - Nov 2013

To see 10+ roles from 2005-2016 please request CV.

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