

# MADISON SIMS

## MIXED-METHODS UX RESEARCHER

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Currently on a mission to uncover hidden gems of user behavior and transform them into exceptional digital experiences. With a background in healthcare, education, mental health, and insurance, my objective has always been becoming the voice for others and helping others by understanding their needs. I thrive on the thrill of discovery, and I'm driven to bridge the gap between technology and human behavior. Let's create digital journeys that users not only remember but cherish.

## EXPERIENCE

### MAY 2022 – PRESENT

#### LEAD UX RESEARCHER, ALLSTATE

- Conduct 50+ moderated and unmoderated user research studies, including user interviews, surveys/questionnaires, and usability testing.
- Develop research repository and participant directory in order to operationalize UX Research.
- Audit 10+ personas, evaluate current persona use, and scope research and redesign needs.
- Design and implement research throughout the product lifecycle, from early-stage discovery and strategic research through iterative prototype testing and post-launch measurement.
- Scope projects and determine roadmaps; quickly understand businesses outside domain expertise.
- Website audits and redesigns, mixed-methods research, persona development, heuristic evaluations, card sorting, tree testing, and benchmarking
- Collaborate with cross-functional teams, including designers, product managers, engineers, and developers to incorporate user feedback into the design and development process.
- Led 20+ research projects and presented reports with recommendations and research findings to stakeholders including engineers, product managers, designers, marketing, and executives.
- Advocate for user-centered design principles within the organization and contributed to the development of a user-centric culture.
- Mentor and coach UXR apprentice(s) by helping with technical expertise and teaching best research practices.

### NOV 2021 – MAY 2022

#### UX RESEARCHER (FREELANCE), GRANHEALTH

- Collected and analyzed user behavior through field visits, ethnography, surveys, benchmark studies, server logs and online experiments such as click testing and A/B testing.
- Conducted interviews, focus groups, and surveys to collect qualitative and quantitative data.
- Planned and executed research methods including focus groups, contextual inquiries, heuristic evaluation, observations, moderated and unmoderated usability testing.

### AUG 2019 – JAN 2021

#### RESEARCH ASSISTANT, GEORGIA STATE UNIVERSITY

- Supported design and implementation of different methods such as surveys, interviews, and focus groups.
- Gathered and corrected research data to create representative graphs/charts highlighting results for presentations.
- Researched, planned, and implemented ways to close gap and decrease educational and health inequalities within minorities.
- Determined communication strategy for health promotion on campus.

**AUG 2019 – MARCH 2020**

**SOCIAL, EMOTIONAL, LEARNING COACH WINGSFORKIDS**

- Conducted contextual inquiries and focus groups with elementary students to better assist school with personal and behavioral development.
- Designed behavioral and attitudinal methods tailored to each student specifically.
- Mentored, supervised, and assisted students through social and emotional interactions and interventions

**AUG 2017 – PRESENT**

**WEB DESIGNER/UX RESEARCHER, SIMSDESIGNS, LLC**

- Design and create wireframes and prototypes using Figma, Adobe XD, and Sketch
- Meet with clients to determine and define goals surrounding graphics, design approaches, and architecture.
- Address user interface issues reported by site visitors, creating remedial measures to smooth interaction and correct weaknesses

**EDUCATION**

**JAN 2023-**

**HUMAN-COMPUTER INTERACTION, GEORGIA TECH PROFESSIONAL EDUCATION**

Relevant course: Human-Computer Interaction: Evaluation, Agile Methods & Beyond

**NOV 2021 - FEB 2022**

**UX PROFESSIONAL CERTIFICATE**

Completed rigorous UX training with Google in 4 months

**DEC 2021**

**B.S. IN PUBLIC HEALTH, GEORGIA STATE UNIVERSITY**

Psychology Concentration

**SKILLS**

**User Experience**

Usability Testing (Moderated/Unmoderated)  
User Interviews  
Heuristic Evaluation  
Surveys/Questionnaires  
Wireframes/Prototypes  
Card Sorting  
Tree Testing  
Benchmarking  
A/B Testing  
Click Testing

**Software & Applications**

Sketch, Figma, Adobe XD  
UserTesting.com  
Excel (Advanced)  
SurveyMonkey  
Mural