





# Pablo-Alejandro Quinones


## Senior User Experience Researcher

New York, New York [pquinones.com](http://pquinones.com)

*I'm a user researcher who has worked in multiple fields and am looking for the next opportunity to put my skills to use—working on interesting problems with a user/people-centered research approach while engaging strategically with design, business, and product strategy.*

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## 1 Overview

Mixed Methods Research (Qualitative & Quantitative)

**Research:** Primary Research | Secondary Research | UX Research Strategy | Research Planning | Project Management

**Leadership:** Building Partnerships | Stakeholder Management | UX Strategy | UX Mentorship

**Expertise:** B2B | Internal Tools | Financial Services | Pharmaceuticals | AR/VR | People/HR Products

## 2 Work Experience

### Senior UX Researcher (Mixed Methods)

Oct 2019 - Jan 2023

[Meta/Facebook \(People Analytics\)](#) New York City, NY

Senior UX researcher role applying primary and secondary UX research methodologies to inform the company's HR/people strategy through innovative research and solutions. Led mixed methods UX research initiatives across multiple work streams and built/maintained new UX partnerships across organization.

- Collaborated cross-functionally with HR/People Leads, Analytics, and People Products teams to identify high-impact opportunities areas for research opportunities
- Developed and project managed the 'Enterprise UX' mixed methods research roadmap based on company and HR/People priorities. Prioritized and executed on the roadmap, balancing different teams and partners
- Designed and conducted research studies in both waterfall and agile teams
- Managed relationships from junior Individual Contributors to Directors
- Generated and presented UX documentation/reports (e.g., user journeys and personas) to communicate user needs
- Up-skilled colleagues and teams with training and mentoring in qualitative research methods
- Presented impactful user-centric, business-enhancing research findings and recommendations to stakeholders, while identifying future opportunities for research

#### Highlights:

- Contributed to multiple people products such as data dashboards, employee information products (e.g., wiki entries, employee guides, etc.) by determining information needs as well as having assessed the best delivery mechanisms through formative/generative research and user/concept testing
- Built and maintained relationships between the Mixed Methods Research team and new 'client' teams across multiple work streams that needed UX research support
- Launched a longitudinal survey study to understand the employee experience around working at Meta (post pandemic), leading to a data-forward approach to company strategy and policies
- Influenced the design (and content) of internal data tools and dashboards based on feedback from concept/usability testing
- Helped to redefine the role of managers at Meta by uncovering motivations and pain points using the 'Jobs-To-Be-Done' framework

## Senior UX Researcher/Designer

Nov 2017 - Sep 2019

JP Morgan Chase (Asset Management) Jersey City, NJ

Led user research and design initiatives for multiple internal tools in the AM (Asset Management) business. Managed research needs for a large portion of the Portfolio Management business and led the research strategy for the internal AM-branded Spectrum design system for internal tools and a new (0 → 1) cross-AM dashboard application.

### Highlights

- Partnered with engineering and product teams to discover needs/requirements according to business needs, generating new opportunities for research
- Performed user research and design at both the individual application and system-wide levels
- Conducted research with internal end users to understand and prioritize the key "Jobs To Be Done" and gaps in internal tooling to support them
- Led weekly focus groups and co-design sessions with users to gather feedback on designs and prototypes of a suite of trading tools, leading to improved user satisfaction
- Worked with designers for testing of rapid prototypes
- Presented research findings and recommendations to improve tools and highlighted opportunities for product strategy
- Upskilled engineering teams and Designers to conduct basic user research

## User Experience Researcher/Designer

Oct 2015 - Nov 2017

The Lathe / ghg (Grey Healthcare Group) New York City, NY

Led UX research and design for multiple healthcare and pharmaceutical products-including mobile apps, interactive displays, AR/VR marketing experiences, and doctor-patient dashboards. Partnered cross-functionally with engineers, designers, copywriters, and client stakeholders to develop engaging and clear user-centered solutions.

### Highlights

- Conducted multiple design thinking workshops with client stakeholders to identify product strategy and goals (KPIs, etc.)
- Worked with companies such as Bayer and Pfizer to understand company and patient needs, leading to successful launches of multiple prescription drug sites (e.g., betaseron.com and chantix.com)
- Conducted user research in AR/VR, having been instrumental to the company's understanding of usability and user experience in an emerging, unfamiliar field

## User Research Consultant

Jul 2015 - Sep 2015

Fidelity Investments Jersey City, NJ

Collaborated with UX Design and business partners to understand research needs. Conducted user research to determine future directions for Fidelity's websites and applications.

### Highlights

- Tactical impacts on customer-facing investing/banking application
- Strategic and tactical impacts on the design of internal L&D tools
- Led benchmarking study for multiple customer and internal tools

## Account Manager & UX Lead

Jun 2014 - Jul 2015

Atypon Systems (now Wiley Holdings) New York City, NY

Worked with users (clients) and engineers to develop and launch a B2B web-publishing platform. Gathered feedback from clients and coordinated with product team to generate insights and requirements. Worked with publishers to understand their users' needs and launched user-centered designs that balanced user needs with publisher needs.

**Research Associate** Sep 2008 - Sep 2013  
*University of Michigan* Ann Arbor, MI  
Conducted usability research on the university's internal content/course management system (like systems such as Blackboard and Moodle) while being a doctoral student. Wrote a dissertation based on the data collected, which used a mixed-methods quant + qual approach to discussing the role of users in the use and creative misuse of technology, and the impact of this use on design philosophy.

**Usability Research Lab Manager** Jun 2005 - May 2008  
*Carnegie Mellon University* Pittsburgh, PA  
Managed a usability lab for faculty, graduate student researchers, and undergraduate research assistants. Conducted user research in the fields of UX, robotics, and AI/ML.

**Usability Research Assistant** Jan 2004 - May 2008  
*Carnegie Mellon University* Pittsburgh, PA  
Conducted usability research experiments and collected/formatted data. Qualitative coding and analysis of conversational data.

### 3 Skills

#### Research Methods

Interviews | Focus Groups | Diary Studies | Ethnography/Field Studies | User & Usability Testing | Descriptive Research | Surveys | Experiments & A/B Testing | Analytics

#### UX-Specific Skills

Design Thinking | Card Sorting | Personas | User Journeys | Mental Models | Contextual Inquiry

#### Tools

MURAL | Lookback | Optimal Workshop | Survey Monkey | Qualtrics | Menti | Figma (some)  
SPSS | SAS | SQL (Some) | R (Some)

### 4 Education

#### PhD, Information Science

University of Michigan  
2008 - 2013

#### BS, Psychology

Carnegie Mellon University  
2000 - 2005