

# Conor B. Brownell

**Mixed Methods User Experience Researcher** with 4 years of experience driving user successes and product-market strategy. I add value with human factors expertise, fast learning, and proactive collaboration.

## Experience

### **Contract UX Researcher, Open Philanthropy, Expertt, Cascade Asia Advisors**

Mar 2023 - Present

- Informed product-market fit for early-stage digital startups and global businesses
- Eliminated pain points within a new insurance app, via usability testing
- Conducting case studies of US standards and regulations to inform AI policy

### **Staff User Researcher, Salesforce**

Aug 2022 - Mar 2023

- Led strategic and tactical usability research for cybersecurity and privacy products
  - shaped the research roadmap and individually executed end-to-end studies
- Planned, executed, and analyzed interviews with 25 cybersecurity experts to inform the product development and [minimize cannibalization of existing product suite](#), which would lead to loss of billions in revenue.
- Aligned digital tools with developer expectations by logistically planning and facilitating a [25 attendee user summit](#) in one month's time
- Proactively socialized insights, built relationships, and increased demand for research across multiple departments of the highly matrixed business
- Distilled and presented findings to senior product leadership, informing product roadmap and research investment decisions
- Was chosen to present actionable findings from technical security data to research peers as part of sharing best practices.

### **Research & Insights Intern, Salesforce**

May 2021 - Aug 2021

- [Surveyed 250 respondents](#) and changed how sales engaged with customers about responsible AI products – in partnership with the Office of Ethical and Humane Use
- Led and analyzed 8 interviews to reduce user confusion, improve product-market fit, and make product pilot-ready
- Planned and executed a customer workshop with 2 days of notice

### **UX Intern, Honeywell**

May 2019 - Aug 2019

- Improved sales workflow and information architecture by facilitating a service blueprint workshop with sales, marketing, and customer service
- Kickstarted new platform UI design language in collaborative design sessions and Figma wireframes
- Helped craft new platform copywriting style

## Selected Projects

### **Analyzing Sentiment Towards Journalism with Machine Learning**

- Qualitatively coded Reddit posts for training data, used SVMs to assess affect over time

San Francisco Bay Area, CA

conorbrownell.com

cbrownell24@gmail.com

404-702-9759

## Education

### **MS in Human-Computer Interaction**

Georgia Tech | Aug 2020 - May 2022

GPA: 4.0

### **BS in Computer Science, Minor in Psychology**

Georgia Tech | Aug 2015 - May 2020

GPA: 3.82

## Skills

### **Research**

Interviews

Survey design & programming

Workshop facilitation & moderation

Field studies & observation

Recruitment & screener design

Contextual inquiry

Card sorting

Usability testing, heuristic evaluations

Cognitive walkthroughs

Benchmark studies, NPS, CSAT, CES

A/B testing

Literature review

### **Storytelling**

Personas

Empathy maps

Storyboards

Inferential statistics

### **Design**

Low and high-fidelity prototyping

Information architecture design

Copywriting

### **Tools**

Figma, Sketch

ATLAS.ti

Qualtrics, SurveyMonkey

Python, Java, Git

Miro, Dovetail