

Rebecca Flores

📞 707-290-0909

✉ beccaflores26@gmail.com

🌐 <https://www.linkedin.com/in/rebecca-flores/>

EXPERIENCE

Affirm, San Francisco — UX Researcher

APRIL 2022 - FEBRUARY 2023

- Led and executed research to guide team initiatives and quarterly roadmap.
- Used a mixed methods approach by conducting qualitative research to uncover underlying issues affecting business metrics and running quantitative research to help prioritize the best ways to help users, which resulted in increasing the business metrics.
- Developed effective remote working relationships with stakeholders around the country.

Fast AF, San Francisco — (Lead) UX Researcher

JUNE 2021 - APRIL 2022

- Established the building blocks, set expectations, built trust, and educated the company about user research, as the first user researcher for the company.
- Worked closely with cross-functional teams to identify and prioritize research questions based on analysis of current knowledge, project goals and risks, with the outcome of influencing the trajectory of product areas with product and design strategy.
- Organized workshops and activities for synthesizing data, zero-to-one brainstorming, and empathy mapping to bring awareness to research and create a collaborative environment.
- Provided aggregate insights that helped create a common vocabulary among teammates, anchoring decisions on customer behaviors, pain points, and goals.

Google via Adecco, Sunnyvale — UX Researcher

JULY 2019 - MAY 2021

- Supported research initiatives across consumer product areas pertaining to security, signing in, third party interactions, and ads.
- Ran 12 tactical and foundational studies as part of the rapid insights group end to end from recruitment of international and domestic users, to presenting the findings to cross-functional stakeholders, which led to design and content changes, as well as contributed to the product planning.
- While on the CAST team, determined health scores for critical user journeys across the Ads platform to help inform the future path of the product and OKRs.

McAfee, Sunnyvale — CXD Research Intern

NOVEMBER 2017 - MAY 2018

- Lead a project with the goal of increasing click through rates resulting in an established future direction for the product.
- Gained experience in heuristic evaluation, end-to-end customer experience flows, storyboarding, creating unmoderated Validately studies, producing design concepts, scheduling and hosting design reviews, and presenting findings to stakeholders.

EDUCATION

M.S. in Human Factors & Ergonomics

San Jose State University

B.A. in Psychology

CSU, Sacramento

METHODS

Concept testing
Contextual interviews
Ethnography
Experimental design
Heuristic evaluation
Interaction design
Journey mapping
Literature review
Mixed methods
Qualitative research
Quantitative research
Statistical analysis
Survey design
Usability testing

TOOLS

Figma/FigJam
Google Workspace
GoToMeeting
Microsoft Office
Minitab
Miro
Qualtrics
SPSS
UserTesting
User Zoom
Validately