

# Dana Frostig

## User Experience Researcher

Using empirical exploration to build friendly, intuitive products.

## Experience

### Senior UX Researcher @ Seesaw

Remote (San Francisco, CA) | December 2021 – July 2023

Established and led a UX Research team/discipline, elevating credibility and leadership engagement with research through cultivating strong cross-functional relationships and showcasing the value of strategic insights.

Prioritized research questions and initiatives across 4 product verticals, minimizing redundancy by integrating research at critical stages of the product development cycle to effectively mitigate risks prior to new feature launches.

Delivered key insights that steered the development of a new post-pandemic company vision and marketing strategy, emphasizing unique product offerings and market differentiators.

Initiated UX infrastructure projects that enabled the UX team/collaborators to regularly run effective user studies, including developing templates, guides, and SQL queries for participant segmentation, recruitment, and user analytics.

### UX Researcher @ Apple (Contract)

Sunnyvale, CA | November 2020 – December 2021

Designed and executed mixed methods research for iterative product improvements as a sole researcher embedded within two internal product orgs focusing on product development/management tools.

Strategized end-to-end research and established frameworks for prioritizing research questions in collaboration with cross-functional stakeholders; leveraged design, PM, content, and engineering partnerships to navigate technical constraints and drive product innovation.

Developed UX metrics benchmarks through surveys and data log analyses, driving strategic roadmap decisions following a major product redesign.

### UX Researcher @ BrainHQ by Posit Science

San Francisco, CA | February 2016 – August 2019

Advocated for/grew the research practice as BrainHQ's first UX Researcher, achieving a 219% increase in user retention rates and 268% increase in purchase conversion rates through a shift towards research-informed design.

Conducted research throughout the product development cycle, generating strategic insights and actionable recommendations for numerous projects, including new user onboarding and user brain training progress feedback.

Refined user personas through in-depth exploratory research and continuous insights collection, and incorporated user needs into the product roadmap.

### UX Research Lead @ The Pittsburgh Foundation (Capstone)

Pittsburgh, PA | January 2020 – August 2020

Led team of five researchers/designers in conducting mixed method research to understand donor, grantee, and community perspectives; designed and evaluated a new tool for community foundations fostering collaboration between donor and grantee experts to promote responsible philanthropy.

## Contact

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## Education

### Carnegie Mellon University

#### Master of Human-Computer Interaction

Pittsburgh, PA | August 2019 - August 2020

### University of California, Los Angeles

#### B.A. Psychology, Cognitive Science Minor

Los Angeles, CA | September 2013 - June 2015

Project lead for AR/VR memory study  
(Rissman Memory Lab)

Membership Retention Director,  
UCLA Active Minds Chapter

## Skills

### Qualitative research

Remote research, User interviews, Concept testing, Usability testing, Heuristic evaluation, Journey mapping, Literature reviews, Diary studies, Contextual inquiry, Digital ethnography, Experience prototyping, Experiment design, Personas development, Story boarding

### Quantitative research

Survey design, User analytics, Benchmarking, Data visualization, Statistical analysis, Card sorting, A/B Testing

### Design

Co-design activities, Information architecture, Rapid prototyping, Sketching, Visual design, User flows, UX workshops, Wireframing

### Tools

UserTesting.com, UserInterviews, Figma, InVision, Qualtrics, Sketch, SPSS, Tableau

### Computer languages

Python, SQL, HTML & CSS, JavaScript  
(Rudimentary: R, C++)

### Human languages

English, Hebrew, (Rudimentary: Spanish)