

Hannah Moyers

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EDUCATION

Savannah College of Art & Design

B.F.A. in UX Design
additional studies in
Service Design

2012-2016

Sponsored work-study programs:

UX Designer
Preservation Green Lab
Mar 2014-Jun 2014

Project Manager
BMW Innovation Lab
Sep 2014-Mar 2015

UX/Strategy
Google
Sep 2015-Nov 2015

METHODS

- card sorting
- co-design
- competitive analysis
- concept testing
- comprehension testing
- secondary research
- heuristic evaluations
- interviews
- contextual inquiry
- qualitative coding
- surveys
- usability testing
- usage analytics analysis
- jobs-to-be-done

EXPERIENCE

UX Research Lead

IBM Cloud | August 2019 - Present

- Proactively identify, prioritize, and roadmap research across three teams of designers, UX writers, product managers, and engineers.
- Define, conduct, and deliver generative and evaluative study results to senior leadership, PMs, designers, UX writers, and engineers.
- Lead five researchers in developing a sustainable, unified approach to inform the product roadmap by using mixed-method research to both identify key opportunities and quantify user satisfaction with newly shipped features.
- Work with partners throughout IBM Cloud (e.g. support, analytics, etc) to harness existing data for strengthening qualitative findings.
- Train and advise UX designers and Product Managers on UXR standards & best practices.
- Led a team of six researchers to build out a flexible research repository for tracking projects, insights, and participants across a team of ~70 researchers.

UX Researcher

IBM Watson Customer Engagement + Emerging Technology Experiences
| January 2018 - August 2019

Led ux research efforts for IBM's Watson Campaign Automation product, then transitioned to an emerging tech accelerator within IBM Research.

- Led strategic + tactical research across a marketing automation platform, collaborating with PMs, designers, UX writers, engineers, marketing, etc.
- Empowered UX designers and PMs to conduct evaluative research.
- Partnered closely with data science to implement and utilize behavioral analytics on a product which was previously not instrumented.
- Mentored junior UX researchers, as well as UX designers and writers looking to grow their research expertise.
- Crafted best practices for evaluative and strategic research processes.
- Assisted with the UX Researcher recruitment process.

Product Designer

IBM WCE AI Incubator | June 2016-January 2018

Sole designer/researcher for our business unit's AI incubator, working primarily on conversational AI.

- Shipped the first iteration of Watson Assistant for Marketing.
- Applied Design Thinking to uncover opportunities and user needs
- Defined task flows, wrote user stories, and produced prototypes
- Coordinate with dev and product management to refine UX for each release
- Conducted strategic research to drive our product roadmap
- Defined, conducted, and delivered generative and evaluative studies

UX Intern

IBM Incubator for Watson Education | June 2015-August 2015

- Investigated the market and software ecosystem
- Conducted user research
- Collaborated with the team to design a pitch for the overall system: developing user journeys, prototypes, and key concepts