

ariel duncan

UX Research & Strategy

UX & RESEARCH EXPERIENCE

DESIGN RESEARCHER | March 2017 - Dec. 2017

Premera Blue Cross, Seattle, WA

Lead research for customer-centered, on-brand messaging.
End-to-end crosschannel CX research for new experiences.

CX DESIGN STRATEGY INTERN | Oct. 2016 - Feb. 2017

Premera Blue Cross, Seattle, WA

Performed competitive analysis of shopping experience.
Ethnographic observation, theming of patient experience.

ASSOCIATE STRATEGIST | June-July 2016

Smashing Ideas, Seattle, WA

Connected user research findings to market strategy.

UX RESEARCH INTERN | Summer 2015

Samsung Research America, Mountain View, CA

Moderated user interviews in home + mobile IoT space.
Created tech trends report for C-level executives.

BUSINESS & WEB CONSULTANT | Aug. 2012 - Aug. 2014

Self-Employed, Knoxville, TN

Provided strategic coaching, research, design, and content support to businesses and non-profits in transition.

DEMENTIA CARE DESIGNER | March 2014 - July 2014

Elmcroft Assisted Living, Knoxville, TN

Developed and tested daily activities and protocols to create deep engagement for residents with dementia.

WRITING CONSULTANT | Jan. 2011 - May 2013

The Yes Woman, New York City & Knoxville, TN

Used active listening, reflection and zen to teach non-writers how to develop ideas and communicate in writing.

RESEARCH ASSISTANT | Jan. 2005 - Aug. 2006

Historical Thinking Project, Stanford University

Co-designed, tested nation-wide survey.
Recruited and interviewed 200+ people on street.

EDUCATION

M.S. UNIVERSITY OF WASHINGTON 2017

Human-Centered Design and Engineering

M.A. COLUMBIA UNIVERSITY 2011 | History of science

B.A. OBERLIN COLLEGE 2005 | History

CONTACT

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METHODS

Remote User Testing
Participatory Design
Contextual Inquiry
Usability Testing
Competitive Analysis
Person-on-street Interviews
Paper Prototyping
Design Probes
Empathy Mapping
Trend Forecasting
RITE (Rapid Iterative Testing Evaluation)

UX TOOLS

Mechanical Turk
UserTesting.com
SurveyMonkey
Trello
Sketch
iMovie
Confluence
InVision
Camtasia

UX COURSEWORK

Information Visualization
User-Centered Design
Prototyping: Solo & Nomadic Travel
Visual Communication
Usability Testing
Slow Technology
Experimental Research Methods
International UX
Design for Civic Engagement
Speculative Design & Futuring

2015 SHOBE START-UP PRIZE

University of Washington