

Jessica Burgeno, Phd

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SUMMARY

Mixed methods user experience researcher informing creative, evidence-based solutions for public, commercial, and expert-facing products and services. Seeking opportunities to illuminate delightful and effective solutions.

PROFESSIONAL EXPERIENCE

- UX Researcher (contract), Meta Reality Labs via Russell Tobin* 11/2022-Present
- **Independently launched and managing concurrent research programs** for regular feedback from VR/MR developers and consumers
 - **Informing product concept, go-no go, and improvement decisions** across Meta's VR/MR developer platform **by aligning with cross-functional partners across multiple teams** to independently conduct **10+ rapid research studies on 14+ different topics** (including on developer testing/analytics, pricing/sales, marketing, technical development, and documentation offerings)
 - **Supporting org-wide quality initiatives** by informing the prioritization of pain points and needs

- UX Research and Behavioral Science Consultant,*
The World Bank's Data and Evidence for Justice Reform program (DE JURE) 06/2021-06/2022
DE JURE provides a global platform to expand the evidence base of 'what works' in justice reform.
- Supported a cross-functional team to develop a suite of **AI/ML-assisted legal decision-making applications** by leading research with international legal experts

- Graduate Researcher, Decision Making with Uncertainty Lab, Univ. of Washington* 09/2016-06/2022
- Informed extreme weather forecast, climate change and coronavirus **messaging design for improved user understanding, trust, and decision making**, by independently designing and conducting 5 experiments and 2 surveys, and collaborating on 8 additional experiments
 - Bridged traditional decision theory and applied questions by **partnering with domain experts**
 - **Taught** courses, and **trained and managed research assistants**

- UX Researcher, Booke* 12/2021-02/2022
Booke is an early stage start-up aiming to disrupt the book industry and reader experience with a DAO for books
- **Informed pitch and next steps by leading end-to-end research** activities for an **interview study** with brick-and-mortar based indie booksellers

- UX Research Intern, Dash Beyond Interactive Media (now Alison)* 10/2020-02/2021
Dash Beyond is a gamified career encyclopedia that empowers students to make informed decisions
- **Supported sale to investors** by leading a **platform efficacy study** to demonstrate value
 - **Supported revenue generation** by creating **evidence-based product content**

EDUCATION

PhD Cognitive Psychology, University of Washington	2022
M.S. Cognitive Psychology, University of Washington	2019
B.A. Psychology, Minor: Criminal Justice, Humboldt State University	2011

RELEVANT SKILLS

- Product research, research design, design of research tools and materials, quantitative (e.g., A/B testing, surveys) and qualitative methods (e.g., interviews), user stories, scope and prioritize product features, wireframes, data management, cleaning, analysis (e.g., descriptive and inferential, uni- and multivariate), visualization, and interpretation
- Tools - Excel, SPSS, R, Qualtrics, SurveyMonkey, mTurk, Adobe XD, Rev, Miro, Trello, Jira, Figma