

ALEXIS V. BIGELOW, PHD

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Mixed-methods researcher with a passion for understanding human behavior, creating equitable products that enhance the world and collaborating with cross-functional teams to create products that align with a brand's vision.

WORK EXPERIENCE

Lead User Researcher and Product Manager- Sports Excitement Fall 2023

- Conducted 15 user interviews to generate insights that informed website ideation and development.
- Created journey maps and comprehensive summary reports that informed product development.
- Collaborated with product managers and designers to define product goals based on research findings.
- Managed a team of 4 researchers to ensure fidelity to research protocols and alignment with Sports Excitement vision.

Lead Researcher- Mattel, Inc. Summer 2023

- Executed 30 usability tests, enhancing the functionality and user satisfaction of an existing Fisher-Price toy.
- Led participatory design sessions allowing users to be involved in brainstorming and design iterations.
- Collaborated with designers, artists, and engineers to create diverse, developmentally appropriate children's toys.

Researcher- Racing to Empathy- Digital Immersive Experience Fall 2020- Spring 2021

- Conducted 5 user interviews that informed the development of a digital immersive experience/video game.
- Led 2 focus groups to investigate client needs and questions related to the digital immersive experience.
- Executed 5 usability tests that provided designers feedback on how to make the digital immersive experience more user-friendly.
- Collaborated with designers to refine digital immersive experience to meet the research team's objectives.

Researcher - Notley Summer 2021

- Conducted 35 user interviews to evaluate the effectiveness of the subscription service.
- Created and analyzed surveys using survey design to understand user's satisfaction with the subscription service.
- Generated and presented a comprehensive report sharing insights with stakeholders.

EDUCATION

University of Texas- Austin, Austin, TX

Doctor of Philosophy, Cultural Studies in Education

University of Delaware, Newark, DE

Master of Education, Exceptional Children Youth with a
Specialization in Elementary Special Education

Bachelor of Science, Elementary Education

SKILLS

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|------------------------|---------------------|-----------------|---------|
| • Qualitative Methods | • Usability Testing | • Interviews | • Figma |
| • Quantitative Methods | • Focus Groups | • Data Analysis | • SPSS |
| | | • Study Design | |
| | | • Observer XT | |