



Alison Berent-Spillson, PhD

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TECHNICAL SKILLS

- Product research, strategy, & design
- Research process strategy & optimization
- Research leadership & team development
- Quantitative, qualitative, & mixed-method analyses
- Behavioral interviewing & survey design
- Adobe CS, Sketch, Qualtrics, Invision, SPSS

PROFESSIONAL EXPERIENCE

Lead UX Researcher, *Nextgen Healthcare, Remote (2018 – Present: senior UX researcher 2019-20; UX researcher 2018-19)*

- Design leader, researcher, & strategist for enterprise-scale electronic medical records company
- Lead & develop team of 4 UX researchers: guide research direction, manage performance, & cultivate growth
- Execute strategic, discovery, & exploratory research using goal-driven mixed-method approach
- Develop 3-stream research strategy (discovery, tactical, regulatory) to meet research needs across product lifecycle
- Establish cross-functional relationships to facilitate collaboration between research, product, & engineering
- Demonstrate value of discovery research to product roadmap decisions across organization

UX & Cognitive Strategist, *Unveil.Social, Remote (2018)*

- Information architecture strategist & content owner at a personality science-based social matching start-up
- Combined user research with cognitive psychology best practices to develop content strategy and define IA
- Content team lead and cognitive science subject matter expert

UX Researcher & Strategist, *Democracy Lab, Remote (2018)*

- Research to improve design & usability of platform to match civic tech volunteer opportunities
- Uncovered assumptions about user goals that lead to recommendation & redesign of platform IA & navigation

Product Designer & Researcher, *Slingshot App, Ann Arbor, MI (2018-2019)*

- Researcher and UX/UI designer for International Professional Football Tour training and score tracking apps
- Lead UX strategy, interaction design, and branding, following Material Design & iOS style guidelines
- Defined app architecture & information architecture using site mapping, wireframes, & interactive prototypes
- Informed product strategy through exploratory research (behavioral interviews, ethnographies, usability testing)

Research Asst Professor, Psychiatry, *University of Michigan, Ann Arbor, MI (2011-2018)*

- Directed research program in behavioral & cognitive science
- Managed team of 7 cross-disciplinary research professionals
- Developed long-term roadmap & research pipeline to meet program goals & objectives
- Exploratory research to identify problem space & impacted populations
- Authored 16 peer-reviewed research articles & successfully raised & managed \$1MM+ research budget

EDUCATION

PhD in Neuroscience, University of Michigan, Ann Arbor

BS in Biological & Cognitive Psychology, University of Michigan, Ann Arbor

Design Lab, UX Academy full-stack UX design program