



# Alison Berent-Spillson, PhD

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## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

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### Lead UX Researcher, *Frogslayer, Remote (2021 – Present)*

- Research practice lead at custom software consultancy.
- Built & determine strategic direction of research practice; define best practices for business impact
- Lead research & product strategy on multiple client projects in collaboration with design & engineering

### UX Research Lead, *Nextgen Healthcare, Remote (2018 – 2021)*

- Design leader, researcher, & strategist for enterprise-scale electronic medical records company
- Lead & develop team of 4 researchers: guide research direction, manage performance, & cultivate growth
- Execute strategic, discovery, & exploratory research using goal-driven mixed-method approach
- 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

### 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

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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

UX Management certification, Nielsen Norman Group