

ADRIAN FIGUEROA

UX/DESIGN RESEARCH

CONTACT

AdrianF010@gmail.com
Detroit, MI
linkedin.com/in/adrianf-uxr

EDUCATION

WAYNE STATE UNIVERSITY
Bachelor of Fine Arts,
Industrial Design &
Photography

KEY SKILLS

- Usability Testing
- Data Analysis
- Qual & Quant Research
- Strategy
- Personas/Journey Mapping
- Problem Solving
- Spanish

TECH SKILLS

- Maze
- Google Analytics
- Miro
- Tableau
- Optimal Workshop
- CrazyEgg

INTERESTS

Philosophy, Psychology,
Future Trends, Design,
Nature/Hiking

PROFESSIONAL SUMMARY

Results-driven UX Researcher, Design Researcher, and Strategist with 5+ years experience. Expert in user research and strategy, translating insights into impactful design recommendations. Proven collaborator, aligning business goals with user needs. Skilled in guiding the development of intuitive products, experiences, and services.

PROFESSIONAL EXPERIENCE

WebFirst | Kensington, MD

UX Researcher, April 2023 - Present

Evaluated and structured research and strategy to implement user-centered enhancements in content, navigation, information architecture, and accessibility for federal health sites, ensuring functionality & accessibility for a diverse user base.

- Led research efforts for key federal health sites (conducting, recruiting, analyzing, presenting).
- Utilized quantitative and qualitative research techniques to analyze user behavior, identify bottlenecks, and refine information architecture.
- Performed stakeholder interviews & usability testing.
- Presented research findings & actionable design recommendations across six sites with 5K+pages.

Lippert | Sterling Heights, MI

UX Researcher, November 2020 - April 2023

Directed extensive research to revamp the design and usability of a B2C mobile app and B2B tablet interface. Managed participant recruitment, conducted studies, and analyzed data, provided creative teams and senior leadership with actionable consumer insights, design recommendations, and industry trends, all aligned with business goals.

- Performed remote research with 20+ participants & in-person research with 24+
- Developed and presented plans for an enhanced and unbiased research practice, including user studies and interviews to deeply understand and advocate for the current and future needs and interests of the RV community.
- Engaged in futurecasting of industry trends, identified factors impacting users, and effectively communicated findings through reports, presentations, and visualizations to stakeholders and directors.
- Orchestrated user-centered workshops with senior directors and conducted market analysis to inform product development strategy.

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Imagination | Detroit, MI

Creative Strategist & UX Researcher, July 2016 - May 2020

Conducted audience research and developed marketing strategies to inform creative teams about Ford and Lincoln audience expectations. Ensured alignment with business goals across sectors including CX, UX, experiential marketing, social media, and video.

- Led strategy for Lincoln, reporting directly to the Global Head of Strategy for the Ford account.
- Researched and analyzed consumer trends to inform successful experiences.
- Conducted concept validation and usability tests, presenting insights to clients and senior leadership.
- Headed strategy for Ford Smart Labs, a new retail concept designed to sell vehicles in high-footfall spaces.
- Distilled client business goals to set clear objectives and contributed to measurement and analysis, resulting in recommendations for evolving brand and experiences.
- Facilitated creative ideation workshops with multiple teams and organized creative UX workshops with clients and creative teams.

Wayne State University | Detroit, MI

Adjunct Professor of Design Process, August 2018 - December 2019

Instructed design students in the User Centered design process and applying the design process in various disciplines including graphic design, fashion design, interior design, and industrial design.

- Introduced students to consumer trends and foundational principles of beginner-level user research.
- Assigned projects aimed at deepening students' understanding of user-centered design principles.
- Conducted group work and critiques to emulate a collaborative agency environment.
- Trained students in observational skills to identify user and design problems.
- Encouraged students to apply design thinking methodologies within their respective design majors.