

Anders Wallace

UX Researcher + Designer

anders@andersaxelwallace.com

919.423.0194

andersaxelwallace.com

SKILLS

Research: Interviewing • ethnography • surveys • usability testing • competitive analysis • design thinking • brand CX

Design + media: Photoshop • Illustrator • InDesign • Audacity

Prototyping: XD • Figma • Sketch • InVision • Principle • Prototype

Data analysis: Atlas.TI • MaxQDA • Netbase • Python • MALLETT • Git • Excel

Data visualization: Tableau • Mapbox • Carto • Gephi

Web dev: Wordpress • HTML • CSS • Javascript

LANGUAGES

English • Italian • Spanish • French • Portuguese

EDUCATION

Certificate UX/UI Design

Fashion Institute of Technology (FIT)
2019-2020

Certificate Tech + Pedagogy

The Graduate Center CUNY
2019

PhD Cultural Anthropology

The Graduate Center CUNY
2019

BA Anthropology

Columbia University
2008

WORK EXPERIENCES

Google | Senior UX Researcher

July 2022 - Present • New York, NY

- Generative and evaluative UX Research shaping the future of Google Search Ads
- Collaborate with x-fn stakeholders to shape data-driven Search Ads roadmap + strategy
- Mentoring junior team members, managing external vendors + contractors

Rocket Mortgage | Team Leader, Design Research

August 2021 - July 2022 • New York, NY

- Lead team of 7 staff, sr. and mid UX Researchers on Rocket's flagship consumer product
- Design growth plan to mature human-centered research across organization
- Facilitate partnerships with market research, data analytics, product management
- Drive OKR's to boost user retention, engagement + satisfaction using benchmarking

Rocket Mortgage | Senior UX Researcher

December 2020 - July 2021 • New York, NY

- Plan, execute, synthesize, activate generative + evaluative user research for fintech
- Collaborate with marketing + data science to drive homeownership lifecycle discovery
- Plan + facilitate design thinking workshops to ideate + innovate fintech solutions
- Mentor junior UX researchers, upskill design teams in tactical user research methods

NBCUniversal | UX Designer

April 2020 - December 2020 • New York, NY

- Research + design UX/UI for 7 enterprise data viz + media [analytics platforms](#)
- Perform interviews, heuristic analysis, usability testing, UAT to evaluate functionality
- Create task flows, user stories, wireframes, prototypes, design systems, logo designs
- Collaborate in x-functional teams using agile processes (scrum + JIRA)

Colgate-Palmolive | User Insights + Strategic Opportunities

July 2019 - March 2020 • New York, NY

- Drove 3 research projects end-to-end - ideate, define, plan, execute, analyze, integrate
- Did ethnography, social listening, trends analysis, interviews, competitive analysis
- Informed brand strategy for [HUM smart toothbrush](#) (200+ 5-star reviews)

Freelance | UX Researcher, Designer, Instructor, Coach

February 2017 - Present • New York, NY

- Coached UX at Fashion Institute of Technology (FIT) + Starta Ventures accelerator
- Executed quant UXR, data viz, wireframes for [Brooklyn Museum Ask](#) iOS app (3K+ DL's)
- Performed qual + quant UXR for Mount Sinai Hospital healthcare apps (10K+ DL's)
- Managed UXR, UI design + web dev for [Science Forward](#) learning platform (150K users)
- Analyzed consumer social listening data for Fortune 500 corporations incl. Delta, Uber

The Graduate Center CUNY | Anthropologist

September 2010 - May 2019 • New York, NY

- Ran 4 int'l ethnographic studies (18+ months in-field NYC, Rio de Janeiro, Venice)
- Won grants, scoped + budgeted projects (\$202K won, 12 competitive solo grants)
- Conducted participant observation, sourcing + interviewing subjects (150+ recruited)
- Authored 364-pg. [dissertation](#) on behavior change, 12 articles, 24 lectures, 8 panels

Brooklyn College | Lecturer

September 2010 - May 2013 • Brooklyn, NY

- Taught 500+ undergrads, managed 12 classes at top diversity college in the US
- Mentored 11 students, developed course curriculum, pedagogy, evaluation protocols
- Coached 3 faculty bootcamps on best practices in teaching, curriculum + student eval