

# Anders Wallace

## UX researcher + designer

ANDERS.A.WALLACE@GMAIL.COM

919.423.0194

ANDERSAXELWALLACE.COM

## SKILLS

**Research:** Interviewing • ethnography • surveys • usability testing • comparative analysis • statistics

**Design + media:** Photoshop • Illustrator • InDesign • Premiere Pro • Audacity

**Prototyping:** Adobe XD • Figma • Sketch • Balsamiq • Arduino

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

**Data visualization:** Tableau • Mapbox • Carto • Gephi • Leaflet.js

**Web dev:** Wordpress • HTML • CSS • Javascript • Bootstrap

## LANGUAGES

English • Italian • Spanish • French • Portuguese • Arabic • Latin

## 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

### Colgate-Palmolive | Consumer Insights & Strategic Opportunities

JULY 2019 - PRESENT • NEW YORK, NY

- Driving consumer research projects from ideation, planning, execution, analysis + integrating insights in cross-functional teams
- Creating 360° user insights artifacts for IoT toothbrushes, ecommerce including personas, user journeys + competitive analysis
- Shaping how Fortune 500 company activates wellness, e-com + sustainability for Gen Z, Afr. Am. + Hispanic consumers
- Growing human-centered research + design as core pillar of corporate culture

### Mount Sinai Hospital AppLab | UX Research consultant

APRIL 2019 - PRESENT • NEW YORK, NY

- Developing generative + evaluative patient research for apps for clients incl. Pfizer
- Conducting ethnographic research incl. interviews, surveys, focus groups, quant + qualitative data coding + analysis
- Usability testing app interfaces (UIs) + information architecture (IA)

### Freelance | UX Researcher + Designer

FALL 2017 - PRESENT • NEW YORK, NY

- Built [Science Forward](#), platform for learning science; UX research + UI design + dev
- Consulted UI design + UX writing for Nestron, prefab tiny home startup in Singapore
- Conducted UX research and built UI designs for [Nexus](#), social network for classicists
- Created [Alumni ALOUD](#), podcast profiling PhD career journeys (38+ eps. / 5K streams)
- Analyzed social listening data to train AI predictive modeling algorithms for corporations including Delta, Uber
- Researched users + crafted UI recommendations for Browzwear, Adidas-affiliated software for 3D garment prototyping

### The Graduate Center CUNY | Anthropologist

SEPTEMBER 2010 - MAY 2019 • NEW YORK, NY

- Managed international investigative research projects on dynamic human systems
- Did ethnography (18+ months in-field including NYC, Rio de Janeiro, Venice)
- Won grants + budgeted projects (\$202K won, 12 competitive solo grants)
- Created research instruments (interview scripts, surveys, feedback + consent forms)
- Did participant observation incl. sourcing + interviewing subjects (150+ recruited)
- Built text mining, data visualizations, maps, spatial models, social network models
- Collaborated in x-functional teams of designers, data scientists, developers, marketers
- Analyzed 12K+ data artifacts (videos, photos, social listening, transcripts, fieldnotes)
- Wrote 12+ publications, gave 24 conference presentations, organized 8 expert panels
- Built storytelling websites to make anthropology available to broader public audience
- Created films, incl. storyboarding, direction, shooting, editing + voice-over narration
- Wrote 364-page [dissertation](#) on pickup artists in NYC; blogs that reach 10K+ readers

### Brooklyn College | Lecturer

SEPTEMBER 2010 - MAY 2013 • BROOKLYN, NY

- Taught 500+ undergrad students + managed 12 class sections as professor of record at one of most diverse urban colleges in the U.S.
- Mentored students, developed course curriculum + pedagogy
- Coached faculty on best practices in teaching, curriculum dev + student evaluation