# Arielle Mohr

UX Researcher

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## EXPERIENCE

### Kaiser Permanente, Pasadena, CA — *UX Researcher*

April 2019 - PRESENT

- Run research on the most visited parts of the Kaiser Permanente website and mobile app with over 7 million registered users, including telemedicine, appointment booking, COVID testing and vaccinations, online pharmacy, medical records and health conditions, such as mental health.
- Use qualitative and quantitative research methods for both the kp.org site and mobile app including: interviews, concept testing, surveys, card sorts, RITE testing, A/B testing, unmoderated usability testing, and moderated usability tests.
- Lead of rolling research program with responsibilities including planning and executing a bi-weekly field study, with 60+ user interviews per year, that collaborates across numerous different teams with defined goals, roadmap impact and experience measurements.
- Present findings from research to stakeholders as well as senior leadership to drive future designs of the site and mobile app.

### Oracle Corporation, Philadelphia, PA — *UX Design Intern*

April 2017 - June 2018

- Independently designed web pages, conducted and optimized research on Oracle's P6 software and Oracle Prime Projects used by clients such as IKEA, Coca Cola and NASA. Introduced introductory interview questions on user's background which led to less biased test results.
- Worked closely with design, engineers and product teams to share findings and implement design changes based on user feedback.
- Created icons based on user research for Oracle Primavera products, including Apple App Store icons.
- Managed style guide and component library to ensure compliance with Oracle design standards.

## EDUCATION

### Drexel University— *B.S. Interactive Digital Media*

September 2014 - June 2018

Cum laude, AJ Drexel Merit Scholarship, Dean's List

### University of California, Irvine— *Master of Human Computer Interaction & Design (Expected Sept. 2022)*

Anticipated Start Date- August 2021

## SKILLS

### UX RESEARCH

Usability testing, concept testing, interviews, personas, field studies, journey mapping, A/B Testing, surveys, heuristic evaluation, card sorting, SUS scoring, Wizard of Oz

### SOFTWARE

UserZoom, UserInterviews, Lookback, Figma, Optimal Workshop, Invision, Adobe XD

### TEAM MANAGEMENT

JIRA, Confluence, Slack, Asana, Microsoft Teams, Webex