

Jessica Toth

USER EXPERIENCE RESEARCH

Over 10 years of professional experience in aligning insights to strategic goals, I bring to human-centered design, a background in product development, a deeply empathetic nature, and an analytic mindset.

Contacts

✉ toth.jessical@gmail.com

in [linkedin.com/in/tothjessica](https://www.linkedin.com/in/tothjessica).

☎ 304.663.4404

SENIOR USER EXPERIENCE RESEARCHER

Shell, 02/2023 – Present

Contractor, 11/2021 – 02/2023

USER EXPERIENCE RESEARCHER

- Design and conduct several end-to-end research projects in Shell's Low Carbon Solutions line of business, leading to the development of customer-focused products and aligned business strategies.
- Engage directly with "on-the-ground" customers, persistently tying insights to business goals.
- Supervise and mentor interns through end-to-end customer research and storytelling activities.
- Present customer research advocacy workshops via Product@Shell and EXD, generating positive feedback.
- Developed and led Design Thinking workshop with the Shell Mars project leading to a change in reporting practices.

USER EXPERIENCE RESEARCHER

MedReport Guard, 06/2021 – 12/2021

- Established organizational processes for the development of requirements across Engineering, Product, and Design in a small start-up environment with multiple time zones.
- Developed a customer insight strategy in conjunction with cross-functional colleagues and the funding agency.
- Improved the usability and design of a highly sensitive communication platform used by forensic examiners, law enforcement, and district attorneys.
- Accelerated sponsor buy-in through the presentation of research activities and outcomes.

USER EXPERIENCE RESEARCHER

ICFNext, 08/2021 – 11/2021

- Generated high-quality, high-output in an agile, on-call market research agency setting.
- Mentored junior researchers in methods used to understand customers depending on the product and its life cycle (usability testing, interviews, heuristic evaluations, etc).
- Developed and streamlined agency processes for evaluating websites across researchers so build consistency and a shared language.

USER EXPERIENCE RESEARCHER

FinishBot, 10/2020 – 10/2021

- Aligned and strengthened company understanding of business goals through the facilitation of workshops in a small robotics start-up.
- Shaped the company understanding of how customers could use future products by interviewing relevant subject matter experts in the painting industry and potential end users.
- Ensured company alignment on customer understanding and its relationship to business goals through storytelling readouts and documentation artifacts.

USER EXPERIENCE RESEARCHER

SemanticBits, 09/2020 – 06/2021

- Increased user utilization of an API product through understanding customer needs, translated to improved documentation.
- Collaborated across government contacted organizations to meet federal mandates around product accessibility.
- Improved the customer experience by mapping out the ecosystem to understand relationships between stakeholders and aligning findings cross-functionally.

MACHINE LEARNING PROGRAM MANAGER

Carnegie Mellon University, 02/2020 – 08/2020

- Guided the development of a communication platform and its documentation through requirement gathering, project management, and stakeholder alignment.
- Increased community engagement through meetings, transparent Slack comms, and webinars.
- Validated product prototypes by testing them with intended customers (data scientists and non-profits).

DATA ANALYTIC PROGRAM MANAGER

University of Colorado, 04/2017 – 01/2020

- Aligned stakeholder aims through workshops to develop shared goals and objectives, which could be translated to data scientists.
- Established data interpretation guidelines for use by stakeholders through SQL data extraction and analysis.
- Managed project activities through stakeholder collaboration, monitoring progress, setting metrics and deadlines.

SENIOR DATA ANALYST

Nuna Health, 11/2014 – 11/2016

- Led product testing with clients to accelerate the delivery of a complex analytic product.
- Strengthened client requirement gathering sessions by analyzing and demoing data for added context.
- Developed JIRA documentation for federal clients on weekly cadence, demonstrating project progress.

SENIOR ANALYTIC CONSULTANT

IBM, 05/2012 – 10/2014

- Compiled requirements from clients for multiple analytic products on a shared platform.
- Led product testing for multiple products with government clients, leading to their development.
- Developed user guides, project plans, and other technical documentation required under contract with client.

Education & Learning

BACHELOR'S OF ARTS: ANTHROPOLOGY

UNC – Charlotte

MASTER'S IN PUBLIC HEALTH

UNC – Charlotte

MASTER'S IN PROFESSIONAL WRITING

Carnegie Mellon University, 2020 – present

↳ currently taking technical writing courses part-time.