

# BRITTANY OCHOA-NORDSTRUM

brittanychoa-nordstrum.com | britaanderson2@gmail.com | (917) 574-4661

## SUMMARY

Senior UX Researcher with 6+ years of experience leading mixed-method research that informs product strategy, influences cross-functional decision-making, and drives meaningful improvements in user experience. Expertise in generative and evaluative research, with a strong focus on accessibility and inclusive design. Proven ability to translate complex user behavior into insights that shape product direction across web and mobile platforms.

## PROFESSIONAL EXPERIENCE

### Senior User Experience Researcher (Freelance)

August 2019 - Present

Partner with product, design, and business stakeholders across retail, travel, and digital platforms to lead end-to-end research initiatives that inform product strategy and improve user experience.

- Led end-to-end research strategy and execution across multiple client engagements, influencing product direction and shaping design decisions across web and mobile platforms
- Designed and conducted generative and evaluative research (interviews, usability testing, diary studies, ethnographic research, surveys, and benchmarking) to uncover user needs and validate solutions
- Delivered insights that informed product roadmaps, feature prioritization, and experience redesigns, contributing to improved usability and more intuitive user flows
- Synthesized qualitative and quantitative data into clear, actionable narratives, enabling stakeholders to make more confident and user-centered decisions
- Drove iterative research within agile environments, ensuring continuous integration of user insights into product development cycles
- Built and scaled research operations, improving participant recruitment processes and supporting long-term knowledge sharing across teams
- Mentored junior researchers and designers, strengthening team capabilities in research design, facilitation, and analysis

### Senior UX Researcher - Kohl's

April 2023 - January 2025

Led research initiatives supporting large-scale digital experiences, with a focus on navigation, product discovery, and accessibility across web and mobile platforms.

- Owned and executed strategic research initiatives that informed high-impact product decisions across key customer journeys
- Conducted mixed-method research (usability testing, click testing, surveys, eye-tracking, and interviews) to evaluate and optimize digital experiences
- Identified critical usability and navigation challenges, informing experience redesigns that improved task success and reduced friction in key shopping flows
- Partnered closely with product and design to translate research insights into tangible product improvements and more intuitive user experiences
- Influenced accessibility improvements by integrating inclusive research practices, helping ensure designs better supported diverse user needs
- Strengthened cross-functional alignment by communicating research findings in a way that connected user behavior to product and business priorities

- Advocated for user-centered decision-making, contributing to a more research-driven product development culture

## CLIENT EXPERIENCE

Kohl's | Nordstrom | United Airlines | Peloton | Home Depot | Target | Expedia

## KEY SKILLS

- Research strategy and roadmapping
- Generative and evaluative research
- Qualitative and quantitative methods
- Usability testing and experimentation
- Stakeholder influence and decision support
- Accessibility and inclusive research design
- Research operations and knowledge management
- Synthesis, storytelling, and insight communication

## TOOLS & PLATFORMS

Figma | Dovetail | UserTesting | dscout | QuestionPro | Miro | Asana

## EDUCATION

### Master of Science, Human-Computer Interaction

DePaul University - June 2026

### Ph.D. (On Sabbatical), African & African Diaspora Studies

University of Wisconsin - Milwaukee

### Bachelor of Arts, Sociology; LGBTQ+ Studies

University of Wisconsin - Milwaukee

## ACADEMIC RESEARCH EXPERIENCE

### Academic Researcher

University of Wisconsin - Milwaukee | January 2018 - June 2022

- Designed and conducted independent and collaborative research projects using qualitative and mixed methodologies
- Led studies involving interviews, field research, surveys, and diary studies, contributing to academic outputs and research publications
- Applied rigorous research frameworks to identify meaningful patterns in human behavior and social systems
- Translated research findings into clear insights and written outputs, supporting both academic and applied research goals

## RECOGNITIONS

UW System Woman of Color of the Year in Education (2021)

Undergraduate Research Fellowship Award (2018-2021)

LGBTQ+ Studies Certificate