

# Sarah Alberti

UX Designer // Researcher

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## Competencies

Qual. + Quant. Data Analysis,  
Interpretation, + Visualization  
Research Strategy + Prioritization  
Structured/Semi-Structured Interviews  
Survey Design + Methodologies  
Moderated/Unmoderated Testing  
Card Sorting  
Ethnographic Observation  
Journey Mapping  
Rapid Prototyping

## Tools

### Design + Interaction

Adobe XD (+Adobe CS)  
Figma; Sketch  
Invision; Axure RP  
HTML + CSS

### Data Collection + Analysis

Excel (+MS Office Suite)  
UserTesting; Optimal Workshop  
Google + Adobe Analytics  
Qualtrics; REDCap  
SPSS; R

## Experience

### UX Researcher

Foot Locker, Inc.  
JAN 2019 - PRESENT

Leading research initiatives on multiple cross-functional teams- from informing omnichannel retail strategy, to improving customer experience in sneaker launches, to assisting in the build-out of content management systems

I strategize, plan, and execute a variety of generative + evaluative research methods; translate insights into actionable next-steps; regularly present findings to product stakeholders; frequently help shape product roadmaps and milestones

### Freelance UX Design Consultant

Pacterra Athletics; Stride-360  
JULY 2017 - DEC 2018

Completed redesigns of athletic-focused startups' ecommerce sites + mobile app; conducted user research + usability testing

### Senior Research Assistant; Project Coordinator

Developmental Brain Imaging Lab  
OREGON HEALTH & SCIENCE UNIVERSITY // 2015 - 2018

Administered structured diagnostic interviews, cognitive testing; created systems to automate data collection/analyses; managed + collaborated heavily with staff of approx. 40

### Research Assistant; Project Coordinator

Developmental Social Neuroscience Lab  
UNIVERSITY OF OREGON // 2013 - 2015

Spearheaded recruitment of approx. 200 families; screened and interviewed participants; presented research at local schools (classrooms + school boards), workshops, and college lectures

## Education

### University of Michigan

B.S. with Honors, Biopsychology, Cognition, + Neuroscience  
ANN ARBOR, MI // 2013

Awards + Activities: Lutz Family Research Award; Women in Science + Engineering; Golden Key Intl. Honour Society (top 15% of class)

### General Assembly

UX Design Immersive Program  
CHICAGO, IL // 2018