

# Megan Cody Falzone

OVER 15 YEARS OF UX AND MARKET RESEARCH

My expertise is in research with extensive experience across multiple qualitative and quantitative methods, particularly interviews, usability testing and surveys. As a UX researcher, I strive to understand what users are looking for in interactions with a product and determine how to fulfill that need while finding ways to delight users. I talk directly to users and learn not only what they say they want, but also the 'why' behind that request.

 megancody.com

 megan.falzone.uxr@gmail.com

 +1 203-727-2264

 linkedin.com/in/codymegan

## Professional Experience

Mar 2020  
to May 2023

### ● IBM / UX Researcher

- Impact: Worked in consultative manner across highly matrixed enterprise software organization, increased speed to value by an average of 10% by creating and scaling initiatives such as self-service research program
- Managed large number of cross-functional team members across a number of products to prioritize key onboarding issue through managing benchmark study
- Developed a standardized survey process, automated process to request responses, research repository, and data interface to track KPIs in a visual and immediate way for design education team who service hundreds of designers a year, saving the team 10 hours of work a month
- Subject matter expert for quantitative research methods and mentor for junior designers and researchers to elevate the skills of coworkers

Sept 2018  
to Mar 2020

### ● Udacity / User Researcher

- Impact: Utilized research to recommend company pivot to a new payment model, which increased revenue by 11%, customer satisfaction, and brand reputation
- Facilitated 120 remote semi-structured interviews within 20 days with former students to understand why students drop out of education programs
- Worked with a team of four other researchers to quickly synthesize and deliver insights to a team of 12 product designers as part of a company-wide initiative

Feb 2016  
to Sept 2018

### ● RTi Research / Research Project Director

June 2013  
to Sept 2015

- Impact: Go-to researcher for research ops including research logistics, recruiting, and budgets, as well as management of projects from initial request through to report delivery
- Generated rich data visualizations, synthesis and analysis of research
- Created human-centered stories based on user research and competitive analyses as a basis for reporting to management and stakeholders
- Developed longitudinal survey studies to provide generative research in pursuit of trend forecasting and reporting

Apr 2010  
to May 2013

### ● Ipsos InnoQuest / Research Project Director

Feb 2008  
to Apr 2010

### ● Ipsos ASI / Research Associate

Jan 2007  
to May 2007

### ● Nickelodeon / Research Intern

## Skills

### Research

Interviews  
Usability Testing  
Generative Research  
Survey Design  
Personas  
Scenarios  
Competitive Analysis  
Heuristic Evaluation  
Cognitive Walkthrough  
Contextual Inquiry  
Attitude & Usage  
Brand Positioning  
Product Testing  
Segmentation

### Tools

Airtable  
Figma  
Sketch  
InVision  
Adobe Creative Suite  
Amplitude

## Education

Master of Human-  
Computer Interaction &  
Design

University of California,  
Irvine

B.A. Psychology  
Marist College