

# AARON ACKERMAN

(310) 694-4485 | [aaron.ackerman@gmail.com](mailto:aaron.ackerman@gmail.com) | [ux-mixed-methods.com](http://ux-mixed-methods.com) | [linkedin.com/in/hfresearch](https://www.linkedin.com/in/hfresearch) | CA, USA

## MANAGEMENT SUMMARY

12+ years leading end-to-end qualitative and quantitative research for CPG, Telecom, B2B, and B2E companies.

- Budgeting & Resource Management
- Contractor/Associate/Jr. mentoring
- Team structure & workflow development
- Introduction & habituation of Benchmarking
- KPI Development / Analysis toolkits
- Reporting Template development
- Vendor acquisition / platform transitions
- Predictive Modeling --> Recruitment Pipelines
- SDK recruitment intercept integrations

*Vendor Implementations at a glance...*

- 8+ Research vendor decisions
- 6+ different task management transitions
- 4+ Panel Management APIs
- Participant payment trackers
- Restructured / Overhauled teams (x3)
- UX Lead before/during acquisitions (x3)

## WORK EXPERIENCE

### Resonant Dynamics LLC

*Feb 2023 – Present | Los Angeles, CA*

*Founder / Principal Researcher / Operations Specialist*

- Optimized peer review process for a Top 10 academic journal publication.
- Built intake process, website, and email templates for a Grant Foundation.
- Research design & analytics for local NGO & Non-Profits, LLCs, and property management.

### Albertsons Companies

*Feb 2021 – Feb 2023 | Pleasanton, CA*

*Principal Lead → UX Research Manager | Product & Shopper Insights*

- Expanded methodologies and metrics tracking; improved Trust, Task Success, & CSAT KPIs.
- Utilization of researchers grew 3x during my tenure including via 8 new feature teams.
- Optimization of research process across key verticals (Deals, Fulfillment, Marketplace, etc.).
  - o Onboarding, request intake, recruitment pipelines, vendors, templates, UX benchmarks, etc.

### Big Fish Games

*March 2018 – Sept. 2020 | San Jose, CA*

*Consumer Insights Manager*

- End-to-End management & reporting of in-depth qualitative to 60K+ quantitative recruits.
- Expanded vendor partnerships, data triangulation, and large-open-ended qualitative coding.
- Trained and mentored researchers that transitioned from laterally within the company.

### UserZoom

*March 2014 - March 2018 | San Jose, CA*

*UX Research Manager*

- Hired & managed a team of 25 contract researchers: Cut assignment + delivery time down by 42%.
- Lead Researcher for 15+ clients across Telecom, Hospitality, CPG, & Retail Service industries.
- Facilitated product workshops to align Services & Product team prioritization.

## **Mahindra GenZe**

January 2013 - March 2014 | Palo Alto, CA

### *Human Factors / UX Automotive Researcher*

- Worked with software, mechanical, and electrical engineers in the context of Product Usability.
- Safety protocols, instructional design, retail layouts, wireframes, & competitive business analysis.
- Created Wireframes via ethnographic research, brand development, & Usability testing.

## **The Peregrine School**

August 2011 – August 2012 | Davis, CA

### *Founding Teacher / Curriculum Programming*

- Lesson planning, teaching, facilities design, and integrated project-based learning.
- Inventory & supply, accreditation documentation, & conflict/resolution program design.

## **CSUN Applied Cognition Lab**

August 2010- Aug. 2011 | Northridge, CA

### *Lab Coordinator*

Facilitate studies for Graduate & Faculty University Research.

- Manage participants, moderate studies, & data entry

## **Hillel Foundation**

August 2008 – Aug. 2010 | Northridge, CA

### *Program Coordinator | Content Marketing & Event Production*

- Engagement and recruitment for extended Israel programs.
- Educational programming, activism, & outreach.
- Newsletter management & Event planning for 11 SF campuses.
- Constructed newsletters, organized panel discussions, and coordinated speaker series.

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## **EDUCATION**

**Bachelor of Science** in Psychology, Applied Cognition

2011 | California State University, Northridge, CA

**Bachelor of Science** in Anthropology, Ethnography

2011 | California State University, Northridge, CA

**Master of Science** in Human Factors and Ergonomics

2014 | San Jose University, San Jose, CA

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## **DESIGN WORKSHOPS & TECHNICAL EXPERTISE**

Discovery workshops, Empathy-building, Prioritization matrices, UX strategy, analytical democratization, Reverse Brainstorming, Storyboarding, S.C.A.M.P.E.R., Concept Map, Fishbone Diagram, Five Why's, T-Chart.

### **Master Level Proficiency:**

SPSS | Tableau | R | Figma | Axure | Adobe PS/InDesign | Mural | Invision | Visio | HotJar | LucidChart | Power BI  
Lookback | AppAnnie, NPD, UserZoom, UserTesting, Dscout, Optimal Workshop, Qualtrics, Alchemer, Alida |  
NPS, CSAT, SUPR-Q, SUS, UEQ+; Custom KPIs | TechSmith, iMovie | Salesforce, JIRA, SmartSheets, Office

Have helped build internal analysis tools for custom behavioral metrics integration with research ops.