

AARON ACKERMAN

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SUMMARY

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

- Specialized in qualitative UX research, quantitative insights, usability, concept testing, ethnographic field research, journey optimization, longitudinal diaries, marketing & brand perception, & KPI development.
- Workshop facilitator, methodology expansion, workflow processes development, analysis toolkit growth, democratization of research, reporting templating, program management, and vendor acquisition.

WORK EXPERIENCE

Resonant Dynamics LLC

Feb 2023 – Present | Los Angeles, CA

- Independent analytics for local NGO & Non-Profits, LLCs, and property management.
- Human Factors, Consumer Insights, & methodology development consulting.

Albertsons Companies

Feb 2021 – Feb 2023 | Pleasanton, CA

Principal Lead / UX Research Manager

- KPI improvements for digital products of \$5Bn revenue; improved Trust, Task Success, & CSAT.
- Optimization of research process across key verticals (Shopper, Fulfillment, Marketplace, etc.).
 - Intake, recruitment pipelines, vendors, reporting templates, and tracking benchmarks.

Primary Methods: Ethnographic shop-a-longs, IDIs, remote moderated, journey maps, card sorting, tree testing, navigation click-tracking, concept surveys, longitudinal diary studies w/video sessions, service design.

Big Fish Games

March 2018 – Sept. 2020 | San Jose, CA

Lead UX Researcher | 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.
- Facilitated internal product workshops to align design prioritizations.

Primary Methods: Concept testing, onboarding optimization, segmentation analyses, remote + lab playtesting, monadic testing, longitudinal diaries, conjoint, max-diff, personas, retention workshops, service design.

UserZoom

March 2014 - March 2018 | San Jose, CA

UX Research Manager

- 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.

Primary Methods: Remote moderated usability; Card Sort, Tree-Testing, A/B Testing, navigation click-tracking, concept surveys, diary studies w/video sessions, in-person IDIs, quantitative intercepts.

Mahindra GenZe

January 2013 - Mar 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.

Primary Methods: Ethnographic interviews, interface usability testing, task analysis, instructional design & wireframe testing, literature review, driving simulator lab sessions, diary study, & positioning market research.

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.

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

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 | UT | UZ | HotJar | LucidChart
AppAnnie, NPD, UserZoom, UserTesting, Dscout, Optimal Workshop, Qualtrics, Alchemer, Alida. NPS, CSAT,
SUPR-Q, SUS; Custom KPI Benchmarks | TechSmith, iMovie | Salesforce, JIRA, SmartSheets, Office

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