

AARON ACKERMAN

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MANAGEMENT SUMMARY

14+ 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
- 4+ Participant payment trackers
- Restructured / Overhauled teams (x3)
- UX Lead before/during acquisitions (x3)
- Workflow Automation: Zapier, Airtable, Dovetail
- Qualtrics, Apttensive, & Alchemer API scripting

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 enhancing editorial throughput.
- Built and scaled operational infrastructures (intake, communication, and approvals) for a grant foundation.
- Implemented modular onboarding, intake workflows, and resource libraries to reduce onboarding friction.
- Integrated AI-based tools to accelerate insights delivery and reduce manual effort in qualitative analysis.
- Managed tooling setup for participant sourcing, stakeholder dashboards, and custom CRM integrations.

Albertsons Companies

Feb 2021 – Feb 2023 | Pleasanton, CA

UX Research Manager | Product & Shopper Insights

- Spearheaded cross-functional enablement programs supporting UX research across 8+ product teams.
- Established standardized intake & recruitment pipelines, tripling research utilization.
- Led evaluation and transition of research vendors (e.g., Qualtrics), improving scalability and compliance.
- Developed KPI tracking (task success, trust, and CSAT), resulting in improved visibility & executive alignment.
- Created centralized template libraries (e.g., briefs, playbooks, report templates).
- Partnered with Engineering to define API workflows for panel integrations participant intercepts.
- Expanded methodologies and metrics tracking; improved Trust, Task Success, & CSAT KPIs.

Big Fish Games

March 2018 – Sept. 2020 | San Jose, CA

Consumer Insights Manager

- Management & operational reporting of in-depth qualitative to 60K+ quantitative segmentation recruits.
- Expanded vendor partnerships, data triangulation, and large-open-ended qualitative coding.
 - Increased data quality and reduced analysis lag through AI-aided coding for open-text databases.
- Automated participant sourcing, study setup, and reporting pipelines, cutting turnaround while scaling impact.
- Trained and mentored researchers that transitioned from laterally within the company.

UserZoom

March 2014 - March 2018 | San Jose, CA

UX Research Manager

- Built & lead a team of 25 contract researchers: I owned recruitment, interviewing, onboarding, and liaison.
 - Cut assignment + delivery time down by 42% through strategic restructuring and workflow automation.
- Created operational toolkits (planning docs, metrics dashboards, knowledge hubs, etc.) that increased CSAT.
- Collaborated with product teams to identify & automate friction points in participant & reporting workflows.
- Established SOPs for multi-vendor coordination, client onboarding, and deliverable standardization.
- Lead Researcher for 20+ 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 Lead Researcher

Developed research ops infrastructure from participant management to integrated reporting.

- 0-1 Research covered entire product lifecycle across mechanical, electrical, and software engineering.
- 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.
- Built early ethnographic-informed research repository to guide design development and instructional content.

The Peregrine School

August 2011 – August 2012 | Davis, CA

Founding Teacher / Curriculum Programming

Designed systems for curriculum development, supply management, & documentation for accreditation.

Cross-functional coordination with faculty and board to establish scalable processes for planning and learning.

- 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

Managed participant pipelines, data collection protocols, and operational calendars for faculty-led research.

- Oversaw recruitment logistics, scheduling, and study moderation
 - Enhancing throughput and reducing delays across experimental timelines.
- 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

Master of Science in Human Factors and Ergonomics

2014 | San Jose University, San Jose, CA

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