

AARON ACKERMAN

(310) 694-4485 | aaron.ackerman@gmail.com | www.ux-mixed-methods.com | www.linkedin.com/in/hfresearch

MANAGEMENT SUMMARY

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

- Budgeting & Resource Management
 - Contractor/Associate/Jr. training
 - Team structure & workflow development
 - Introduction & habituation of Benchmarking
 - KPI Development / Analysis toolkits
 - Reporting Template development
 - Vendor acquisition / platform transitions
 - B.I. 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

Principal Consumer Insights / Operations Specialist

- 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 → Research Manager | Digital Customer Experience / Product & Shopper UX.

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

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.
- 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.

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.