

Tess Rothstein

Design Researcher

uxrothstein@gmail.com
www.tessrothstein.com
Berkeley, CA

Methodologies	Field research Concept feedback Literature reviews	In-depth interviews Diary studies Unfocus sessions	Usability testing Survey analysis Concept feedback
---------------	--	--	--

In-house

Medium

6/2016 - present

At Medium I used interviews, concept testing and diary studies to increase retention of loyal writers by 40% and successfully launch our Partner Program.

I also introduced standards to track how new features impact user satisfaction. I brought cross-functional teams together to synthesize insights from across the company. I also enjoyed leading strategic workshops and teaching team members to facilitate meetings.

Consulting

Fintech startup

4/2015 - 6/2016

I conducted research throughout the redesign for a mobile app, leading to increased adoption rates and Net Promoter Score. I paired research with design sprints and team workshops.

Mozilla

9/2015 - 12/2015

I worked for Firefox OS to make UX research more accessible in an engineering-heavy culture. I recruited, planned and conducted sessions, and facilitated next-steps among distributed teams.

Nonprofit healthcare network

8/2015 - 12/2015

I conducted needfinding interviews to understand emergency room recidivism and how patients navigate the healthcare system. I created patient personas to inform design changes around urgent care and nurse helplines.

AnswerLab

9/2013 - 7/2014

I contributed to a half dozen research studies, including ethnographies, usability, and heuristic review. I worked with a team of researchers on Google's Principles of Mobile Site Design study.

Additional Clients: Dropbox, Portigal Consulting, Groupon, Gotomedia, Benefit Cosmetics, Firefly Chocolate, Tricycle Labs, Swapdom, Rube Works Mobile Game, Ella Lou Handicrafts

Pro Bono Projects & Advising: Digital Public Library of America, Race Forward, BAWAR

Fun Facts

World traveler, co-op founder, cyclist

Education

Stanford University, 2012 || B.A. in Psychology with focus in Anthropology