

UX Researcher

Paula Burger

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Inquisitive UX Researcher with Stanford BA in Psychology and substantial experience conducting human subjects research, including UX methods and psychology, seeking challenges and innovation.

Education

Stanford University, Stanford (Transfer admission: only 1% acceptance rate) 2014–2017

BA Psychology, Specialization in Social and Cultural Psychology with Background in Neuroscience

Stanford Japan Center at Doshisha University, Kyoto (Japan) 2016

San Diego Mesa College, San Diego 2012–2014

AA Psychology, Valedictorian, graduated with highest honors

Experience

Video Game Housing Decorator, Commission-based, Oakland, CA 2018

UX Researcher, Federal Reserve Bank, San Francisco, CA 2017–2018

- Dedicated UX Analyst for development of Federal Reserve to Commercial Bank Cash Application and Intranet
- In-house consultant for the 12 Federal Reserve Districts and the Board of Governors, various projects
- Conduct in-person and remote usability tests, card sorts, focus groups, contextual and hybrid interviews
- Analyze data and design compelling and digestible [UX deliverables](#) like personas and journey maps
- Advocate web accessibility standards, WCAG 2.0 guidelines, and section 508 compliance to clients
- Optimize navigation and information architecture, improve usability, slash pain-points and inefficiencies
- Recruit internal and external participants online and in person

Program Coordinator and UX Researcher, American Language and Culture Program, Stanford, CA 2017

- Prepared UX Research on Crew Platform navigation for 500 alumni, project cut short
- Provided on-site guidance to over 100 foreign exchange students living in dorm
- Organized, managed, and hosted events and activities. Budgeted program finances (activities and materials)

Student Assistant, Buddhist Studies, Stanford, CA and Stanford Japan Center, Kyoto, Japan 2016–2017

Research Assistant, Stanford SPARQ Lab, Stanford, CA 2015

- Developed and optimized coding scheme for 500+ qualitative data points in international questionnaire
- Helped develop experiment design and operationalizations for testing
- Presented findings to other teams, critically evaluated other team's research during lab discussions

Research Assistant, Stanford Lab for Social Research, Stanford, CA 2015

- Increased participant recruitment by 300-400%, facilitated research sessions (8-12 participants per session)
- Leveraged SPSS, Qualtrics, Amazon MTurk, and Google sheets for research

Student Researcher, San Diego Mesa College 2013–2014

- International survey study with over 160 participants from 23 different countries
- Oral conference presentation, APA-style paper (abstract published in Building Bridges)

Leadership Experience

President, California Honors Society Alpha Gamma Sigma 2014

- Managed chapter re-installation and club registration to ensure funding for the year

Vice President, International Honors Society Phi Theta Kappa 2013

- Expanded active membership from 5 to 46 members within 1 semester, won \$250 school spirit award
- Organized and hosted bi-weekly club meetings, social, and volunteering events, and represented at conferences

Inter Club Council Representative, National Honors Society for Psychology Majors Psi Beta and Honors Club 2013

Languages & Skills

- German native, English fluent, Japanese working proficiency, French limited working proficiency, Chinese basic
- SPSS (Statistical tests, graph construction), Adobe Photoshop CS, Adobe InDesign CS, photorealistic drawing