

# JANNA K. DOMINICK

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## About

I am a UX research psychologist with over 10 years of experience leading behavioral research in industries spanning finance, tech, government, and academia. Across my work, I take a user-centered, data-driven, empathetic, and collaborative approach to investigate human experience and drive actionable decisions.

## Areas of Expertise

- » Quantitative and qualitative research
- » User experience (UX) research & strategy
- » Interviewing, usability testing (in-person/remote)
- » Survey methodology & questionnaire design
- » Experimental (A/B) research
- » Project management
- » Cross-functional collaboration & partnership
- » Communicating research and driving outcomes
- » Statistical analyses (SPSS, Mplus)
- » Eye-tracking, attention, and motivation research

## Relevant Experience

### Senior UX Researcher | July 2020 – Present

Vanguard, Retail Investor Group, Client Experience and Digital (CXD), Malvern, PA

- » Conduct generative and evaluative UX research to inform and inspire product direction and marketing strategy across multiple connected user journeys.
- » Serve as a strategic partner and leader among cross-functional stakeholders; drive solutions that create and foster world class experience for new and prospective Vanguard clients.

### User Experience (UX) Researcher | June 2019 – September 2019

Airbnb, Payments Platform, San Francisco, CA

- » Scoped, designed, and conducted iterative and foundational UX research projects to inform strategic business decisions and product design including mobile and web applications.
- » Methodologies included qualitative interviews, card sorting, usability testing, and participatory design.
- » Communicated actionable recommendations to a cross functional team of stakeholders; collaborated to develop, test, iterate, and implement solutions.

### PhD Researcher, Social & Motivation Science | August 2015 – June 2020

Rutgers University, Regulation, Action, and Motivated Perception Lab, New Brunswick, NJ

- » Designed, conducted, and managed experimental and observational research studies exploring individual and situational influences on human motivation, health decisions, and goal pursuit.
- » Methodologies included surveys, qualitative text analysis, eye-tracking, and intercept surveys.
- » Communicated scientific findings to a wide range of audiences, including peer-reviewed publications.

### Human Factors Researcher | July 2012 – August 2015

Westat, Transportation Safety & Human Factors Research Group, Rockville, MD

- » Conducted experimental and observational research studies examining a variety of transportation-related topics, including driver distraction and user acceptance of vehicle technologies.
- » Conducted usability evaluation, conducted and coded cognitive interviews, and synthesized structured interviews to assess survey usability and improve user experience.
- » Conducted national and regional multi-modal surveys, utilizing phone, mail, and web recruitment.

## Education

**Ph.D.** Social Psychology, Rutgers University | 2017 – 2020

**M.S.** Social Psychology, Rutgers University | 2015 – 2017

**B.A.** Psychology & Communication, James Madison University | 2008 – 2012