

TARA SUAN

User Experience Researcher

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[LinkedIn](#)

[Portfolio](#)

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Expertise

User Experience professional who develops product insights through attitudinal and behavioral research, qualitative and quantitative analysis. Identify key insights into users' needs through inquiry and experimentation, and solve for opportunities to align design intent with user experience.

- Observe human behavior and attitudes through usability testing and contextual inquiry
 - Gather quantitative insights via customer surveys
 - Author user personas and map user journeys
 - Develop user-centered product design recommendations
 - Perform A/B testing, data segmentation, and statistical analysis with SQL, Excel, R, and Python
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Professional Experience

User Experience Strategy Contractor

AnalogFolk, 2018

UX research and strategy for a large insurance client. Worked with UX design lead to develop mindsets, prioritization of user needs, IA for brand relaunch. Conducted secondary research on client's primary research, applied to UX redesign and brand repositioning. Developed research recommendations to take client through next major phases of development.

User Experience Research Consultant

Common Cause NY, 2017

Pro-bono consultant focused on voting reform and citizen engagement. Led UX development for rollout of letnyvote.org using quantitative and qualitative research to design and iterate on website. Conducted usability testing with users ranging in age and socio-economic background. Interviewed volunteers to understand factors that drive and impede participation.

Senior UX Researcher Contractor

NBCUniversal (Yoh Services), 2017

Performed user experience and market research to contextualize credential sharing across NBC properties. Helped define project scope and data requirements, and analyze secondary research. Performed statistical analysis on large data sets. Created ad hoc research reports for executives pertaining to user behaviors and industry product offerings.

User Researcher Contractor

Dabetes, Inc., 2016–2017

Scope and direct primary research methodology for client in diabetes medical device manufacturing. Defined user research strategy and components to inform product design. Wrote survey questions for Type 1 and 2 diabetes patients, synthesized research, and developed clear and actionable recommendations for health management software.

Director of Product Strategy & Insights

SOLs, 2015–2016

Developed and improved the product design for 3d-printed custom insoles. As a result of customer-data driven design, increased product satisfaction 35%. Developed design testing, validation methods, and a customer satisfaction measure to check user experience and product performance in market. Validated product design by delivering increased efficiency of gait and reduced peak pressure 15% under the foot.

Marketing Strategist

Tara Suan Consulting, 2014–2015

Consulted founders of early-stage startups in consumer, medical and B2B. Aligned product/market fit and made strategic marketing recommendations. Developed and articulated clear positioning and brand framework to launch, test, and develop a marketing acquisition pipeline. Clients included Olapic, Picturelife and Spire, full-time.

Founder

Seasonal Spices, 2013–2014

Raised 200% of capital goal using a Kickstarter campaign with 350 backers to pilot a spice kit. Successfully ran a monthly seasonal spice subscription service at a 20% unit profit. Learned key metrics of food-kit business and automation possibilities for future growth.

VP Marketing

Duolingo, 2012–2013

Refined brand positioning and differentiation by creating and executing US and Latin American marketing strategies for #1 free language learning app on market. Conducted user feedback surveys, analyzed findings for product/market fit and customer satisfaction, and hired the nontechnical team (e.g. PR, community management, regional marketing, etc.)

Head of Community & Marketing

Skillshare, 2012

Increased marketplace liquidity by ~20% by developing a replicable and measurable framework for community development, and implementing user feedback into product development cycle. Mapped team priorities to goals, resulting in stabilized month over month growth. Optimized email marketing.

Head of Marketing

VYou, 2011–2012

Repositioned VYou toward a broader social video offering by developing brand identity framework: *VYou is Video You*. Captured user insights through surveys and qualitative feedback sessions. Simplified key performance metrics. Doubled growth rate with the product delivery of 2.0 release.

Head of Marketing

Flickr, 2007–2011

Repositioned and strengthened brand by analyzing brand health measures and improve messaging. Managed Flickr pro subscription service, tuned product triggers, developed promotions, managed distribution partners.

- Drove 30% YOY growth of paid memberships by leading global brand, consumer, and product marketing efforts.
- Developed go-to-market strategy for global expansion to 22 countries in EU, LatAm and APAC (8 languages).
- Helped increase registrations 15% month-over-month via third-party login.

Influencer Marketing

Yahoo!, 2005–2006

Drove adoption of key search and social services by building brand awareness and improving brand perception. Managed \$3M budget and created new marketing programs to reach influential users. Positioned Yahoo! Search as an industry influencer through sponsorships, blogs, promotions, and events.

Education

University of California at Berkeley, B.A. in History with Honors, *Regents Scholar*

General Assembly, Data Science Immersive