

RIKKI PENNISI

USER EXPERIENCE RESEARCHER | [EMAIL](#) | [LINKEDIN](#)

EDUCATION

Pratt Institute, with Distinction - 2016

MS Information Science, User Experience Concentration

University of Tennessee, Cum Laude - 2014

BA Studio Art, Information Studies & Technology Minor

EXPERIENCE

Manager, Global Product and UX Research - Warner Bros. Discovery, New York, NY

MAR 2022 - PRESENT

- I lead generative and evaluative research activities that support the Global Product and Design roadmap and deliver insights to drive business decisions across the organization with a focus on streaming products and experiences.
- Synthesize and analyze data collected from usability testing, interviews, and other research studies; translate research insights into actionable recommendations and direction.
- Build cross-functional relationships that allow our team to act as strategic consultants to stakeholders in product, design, marketing, and beyond.
- Experience managing direct reports.

UX Research Lead - FactSet, New York, NY

OCT 2021 - MAR 2022

- Associate UX Research Lead, SEP 2020 - OCT 2021

- Senior User Experience Researcher, SEP 2019 - SEP 2020

- User Experience Researcher, JUN 2016 - SEP 2019

- I led research projects to improve and enhance existing products and inform the development of new tools.
- Responsibilities included creating research plans, recruitment, moderating, analyzing results, and presenting findings.
- Executed a broad set of user-centered research methods, including but not limited to usability testing (moderated and unmoderated), contextual inquiry, interviews, and surveys.
- Worked cross-functionally with stakeholders such as designers, product developers, and strategy. I am able to determine the best research methodology based on stakeholder goals and present actionable findings in the most effective way.
- Evangelized and educated colleagues on the value of user research and how to apply it to their business needs.
- Gained experience managing and mentoring interns to grow skill sets and provide guidance on best practices.

Data Visualization Consultant - Freelance, New York, NY

MAR 2016 - JUN 2016

Created data visualizations for conference posters, presentations, and online interaction using Gephi and Tableau software. Projects included “The 2016 Information Architecture Institute Skills Survey”, presented at IA Summit 2016.

Research Assistant - Pratt Institute, New York, NY

OCT 2014 - MAY 2016

Conducted an analysis of common open source tools in the LIS field and technology-related educational offerings, and assessed required technical skill sets for current and future LIS professionals. Research-oriented responsibilities included literature reviews, qualitative coding, copy editing, creating data visualizations, instructional video creation on technology topics, and scripting for data processing.

User Experience Associate (PH) - ESPN Press Play Project, New York, NY

OCT 2015 - DEC 2015

A consulting project coordinated through the NYC Media Lab, I worked with a team of Pratt Institute students to improve ESPN's mobile viewing experience through a process of research, design, and assessment.

PROGRAMS & SKILLS

- **User Research & Testing:** Card Sorting, Competitive Analysis, Contextual Inquiry, Desirability Studies, Diary Studies, Heuristic Evaluations, Interviews, Journey Mapping, Personas, Site Maps, Surveys, Tree Testing, Usability Testing (Moderated and Unmoderated)
- **Tools & Technologies:** Qualtrics, WebEx, UserTesting, UserZoomGo, Zoom, Jira, Confluence
- **Interpersonal Skills:** Active Listening, Collaborative Problem Solving, Cross-functional Collaborations, Presentation Skills, Report Writing, Stakeholder Engagement