Craig Strauss
UX RESEARCHER

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PROFILE

UX Researcher by day, testing human-centered products at Venmo; Nerd after work, map collecting, travel, photography, volunteering with immigrants/refugees, and learning French.

SKILLS

Qualitative User Research, Usability Testing, Tactical & Strategic Research, Guerilla Research, Survey Creation, Ad-Hoc Designer

TOOLS

Proficient in qualitative research methodologies, design and data tools, and exposure to quantitative processes, e.g. Sketch, Mirom Invision, Looker, Amplitude, Keynote.

Proficient in management tools, e.g. Confluence, Trello, Jira, Google Suite, Excel, Word.
Basic knowledge in computer languages, e.g. CSS, HTML5, JavaScript, SQL.

EXPERIENCE

UX Researcher, Venmo; New York, NY - Oct. 2016 - Present
Founding member of the research team for Venmo. Built and established Venmo's user research program from the ground up as the first researcher. Currently leading the New York office for all qualitative and quantitative measures. Partner across multiple teams to develop, test, and launch new concepts, prototypes, features, and products while translating customer needs and desires into specific design and business opportunities for Venmo.

Oversee project testing pipelines with all product managers and design partners. Design and facilitate different types of research; including one-on-one interviews, RITE testing, contextual inquiry, remote testing, tree tests, click tests, field research, in-lab testing, survey design, and usability research. Build and launch quantitative measures while advocating for the customer across the product, design, internal tools, data, commerce, & marketing teams.

Continually conduct generative and evaluative research to discover emerging and established trends in the fintech space and the Venmo product. Partner with the marketing team to develop informed campaigns while disseminating research knowledge and empowering colleagues to compound the research program's strength.

Research Operations Lead, Venmo; New York, NY - Jan. 2016 - Oct. 2016
Defined and built out research life cycle process (planning, executing, and distilling research) to satisfy company-wide testing needs. Collated and documented processes in a centralized repository for team access. Developed training materials including ethical and governance research guidelines for team dissemination.

Managed the recruitment, coordination, and compensation for all 73 North American studies in 2016. Created screeners, led scheduling, and built tracking and reporting database for research candidate pool. Lead contact for vendors and external partners/systems when sourcing participants with considerations to privacy protections and regulations.

Finance Operations, Venmo; New York, NY - Jan. 2015 - Jan. 2016
Developed and managed monthly, quarterly, and yearly budgets and reports for management and finance teams. Pitched the role of UX program project manager to spool up and coordinate research for the engineering and product teams.

EDUCATION

User Experience Research and Design, General Assembly; New York, NY - 2016
B.A. in International Relations, Boston University; Boston, MA - 2007 - 2011