Craig Strauss

Senior UX Researcher

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EDUCATION

UX Research & Design

General Assembly

2016

Undertook an intensive research and design course over several months that transformed my career, propelling me toward a successful path as a user researcher in the tech industry.

BA International Relations

Boston University

2007 – 2011

Pursued college studies focused on international relations and diplomatic security while developing language proficiency in French, equipping me with a diverse skill set for navigating global issues and fostering cross-cultural communication.

SKILLS & TOOLS

- Qual & quant user research
- Foundational & tactical uxr
- International research
- Hardware & industrial design
- Figma, Qualtrics, usertesting.com
- Keynote
- Jira
- Ad-hoc designer
- Google suite

PROFILE

Senior researcher at Stripe, spearheading payment hardware development for Stripe Terminal, with over 10 years of experience in fintech and a proven track record of delivering innovative solutions that enhance digital and physical user experiences.

EXPERIENCE

Sr. User Researcher

Stripe / Denver, CO   2021 – present

Directed international research for Stripe Terminal in Japan, managing vendor selection and identifying target merchants for interviews in partnership with Shopify. Conducted in-country research that provided valuable insights into local market dynamics, device needs, expectations, and merchant experiences that will unlock an estimated $5 billion in new revenue by 2027.

Spearheaded research with data science that identified the opportunity for automated hardware returns, resulting in a 75% reduction in warranty processing support cases, a 31% decrease in customer contact rates, and approximately $0.5 million in savings.

Conducted in-depth analysis of leading platforms and enterprise requirements for the next generation of Terminal devices, focusing on innovative form factors including screen sizes, docking solutions, and mobile versus countertop applications.

Executed surveys and PSAT measurements that target Stripe Terminal's top platforms and partners, gathering valuable insights that drove the development of new device hardware tailored to specific geographies and vertical markets in addition to improving product quality.

Led research initiatives for Stripe Apps, guiding the team with key insights that culminated in the successful launch of the Stripe App Marketplace in June 2022, now utilized by over 16,000 merchants monthly, featuring 87 public apps and 300 private apps that streamline and automate various business processes on the Stripe platform.

User Researcher

Venmo / New York, NY   2017 – 2021

Created the role of researcher for the Venmo team, I developed and established the user research program from the ground up, managing testing pipelines in collaboration with product managers, analytics, and design partners.

Led a moonshot research initiative that contributed to the launch of Pay with Venmo in 8,200 CVS stores nationwide, while also identifying opportunities that boosted year-over-year usage of Venmo Business Profiles, QR codes, and debit and credit products generating $200 million in revenue.

EXPERTISE

Languages

- English – native
- French – proficient
- Spanish - limited

Technical

- Figma
- Sketch
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

PERSONALITY

- Meticulous
- Open-minded
- Forever learner
- Curious
- Team player

INTERESTS

- Photography
- Travel
- Skiing
- Languages

EXPERIENCE

Research Ops Lead / Finance Ops

Venmo / New York, NY   2015 – 2017

Initially, I worked in a financial operations role at Venmo, coordinating budgets before transitioning to a research operations lead position. In this capacity, I was responsible for planning, outlining, and executing user research across our offices in San Francisco, Chicago, and New York, effectively coordinating research efforts to gather valuable insights for the company.

Project Management Consultant

Deutsche Bank / New York, NY   2014 – 2015

I collaborated with Deutsche Bank's data migration team to plan, direct, and execute the transition from legacy software to a more modern and efficient system. This upgrade significantly streamlined operations and resulted in millions of dollars in savings for the company due to reduced energy consumption.

EXTRA

User Research Mentor

ADPList, United States   2021 – present

I successfully guided over 100 junior researchers and individuals undergoing career transitions, providing tailored mentorship to help them navigate their professional journeys. My responsibilities included conducting resume reviews, leading project brainstorming sessions, and facilitating comprehensive case study reviews to enhance their research skills and portfolio effectiveness. Through personalized guidance and support, I helped mentees build confidence and develop a strong understanding of UX research methodologies, ultimately empowering them to advance their careers in the industry.