

Hannah Studd, PhD

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EXECUTIVE SUMMARY

- Senior UX Researcher & Research Operations Leader with 7+ years of end-to-end research experience and proven project management expertise across technology, healthcare, and academic sectors.
- Expert in designing and executing comprehensive research programs, managing cross-functional teams, and translating insights into strategic business outcomes.
- Demonstrated ability to scale research operations, mentor teams, and drive organizational adoption of user-centered methodologies.

KEY ACHIEVEMENTS

- *Healthcare Efficiency Expert:* Analyzed 114+ provider experiences with telemedicine, identifying that **82% lose billable time** on technical support and proposing strategic solutions to reduce support burden.
- *Product Strategy Driver:* Led Jobs-To-Be-Done research that resulted in **3 major product roadmap pivots** at WellSky, directly shaping development and market positioning strategies.
- *Research Leader:* Led 3 critical studies within multi-million dollar NIMH initiative, conducting **70+ stakeholder interviews** with 98% on-time delivery, directly informing strategic direction.

EXPERIENCE

Northwestern University, Qualitative Researcher

Sept 2019 - June 2025

- Designed and executed 9 comprehensive research studies across technology and healthcare domains, including 3 studies contributing to multi-million dollar NIMH grant.
- Conducted remote and in-person 70+ user interviews and 8 focus groups with diverse stakeholders, analyzing data using advanced CAQDAS tools to identify key themes and generate actionable insights.
- Identified cost-saving opportunities through survey analysis of 114+ healthcare provider experiences, revealing that 82% spend billable time on technical support, representing significant revenue loss.
- Delivered 15+ research reports with compelling narratives and data visualizations, resulting in 160+ peer-reviewed citations and directly informing strategic decisions.
- Streamlined lab operations including multi-timezone scheduling, expense reporting, and stakeholder communications.
- Optimized resource allocation and financial oversight, regularly reporting to leadership on budget status and compliance.
- Managed multiple concurrent research projects independently, maintaining 98% on-time delivery rate while coordinating participant recruitment, scheduling interviews, and ensuring detailed record-keeping.
- Ensured compliance with healthcare regulations including HIPAA, IRB protocols, and data privacy requirements across all research studies involving patient data.
- Mentored and trained 8 junior researchers in qualitative methodologies, improving team research quality and efficiency through standardized protocols.
- Provided extensive editorial support through line editing of academic papers, grant proposals, and reports, enhancing clarity and impact for diverse audiences.
- Pioneered generative AI integration, reducing analysis time by 30%.

EXPERIENCE (continued)

WellSky, UX Researcher

Sept 2018 - Sept 2019

Software for health and community care continuum

- Led comprehensive Jobs-To-Be-Done research initiative conducting competitive analyses, focus groups, and quantitative surveys, resulting in 3 major product roadmap pivots.
- Identified strategic opportunities, translating findings into actionable recommendations with clear business implications that directly influenced C-level executive decision-making.
- Developed user personas and journey maps based on research findings to guide product development and strategic planning initiatives.
- Collaborated with product teams using Agile Scrum methodologies to integrate human-centered research into design and development processes.
- Trained cross-functional teams (product managers, engineers, senior leadership) in Design Thinking methodologies, significantly increasing adoption of user-centered design principles.
- Managed external vendor relationships for participant recruitment, ensuring quality standards and timeline adherence while maintaining budget constraints and project objectives.

Boston Children's Hospital, Application Development Specialist

July 2014 - Aug 2017

- Leveraged analytical skills to extract and analyze complex datasets supporting strategic decision-making for 80+ critical studies.
- Advised 100+ researchers on data management and research tools, showcasing stakeholder management and communication skills.
- Designed and implemented robust data collection tools (REDCap surveys and databases) ensuring data integrity for critical healthcare projects.
- Developed comprehensive Standard Operating Procedures (SOPs) for research practices, demonstrating systematic approach to knowledge management.

EDUCATION

Northwestern University, Evanston, IL

Sept 2019 - June 2025

Doctor of Philosophy (PhD): Media, Technology, and Society

The University of Texas at Austin, Austin, TX

Sept 2017 - Dec 2018

Master of Science (MS): Information Studies

The College of Wooster, Wooster, OH

Sept 2010 - June 2014

Bachelor of Arts (BA): Psychology

CORE COMPETENCIES

Research Leadership: Full-cycle UX research, Mixed-methods study design, Research operations & strategy, Team mentorship & training

Project Management: Multi-project coordination, Agile/Scrum methodologies, Stakeholder management, Process optimization

Data & Analysis: Advanced qualitative analysis, Survey design & implementation, Statistical analysis, Data visualization

Strategic Communication: Executive presentations, Cross-functional collaboration, Research socialization, Actionable insights development