SAMANTHA BENNETT

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EXPERIENCE

UX Research Manager • Capital One

Plano, TX • July 2021 - Present

Leading a small but mighty research team - we conduct research on associate facing products, tools, and experiences to create a best in class experience that empowers our associates. Through my time I have onboarded and coached two new researchers, streamlined the research process, and worked across a multidisiciplinary team on the end-to-end product experience.

UX Researcher • Capital One

Plano, TX • June 2019 - July 2021

My day to day included scoping, planning, conducting, and reporting qualitative and quantitative research to facilitate and guide design and strategy decisions. Throughout my time in this role I completed over 50 studies touching mobile applications, web applications, and in-person experiences.

Design Researcher • Blue Clover Studios

Evansville, IN • October 2016 - June 2019

Blue Clover Studios is an internal design agency at Berry Global, a large plastics packaging manufacturer. My role as a design researcher included planning, conducting, and reporting qualitative research. Throughout my time, expedited the research process, implemented new research techniques, and informed design decisions based on our findings.

Assoc. Industrial Designer • Delta Faucet

Indianapolis, IN • January 2015 - August 2016

Created uniquely branded products, developed concepts, and oversaw the design process from idea to manufacturing.

EDUCATION

Savannah College of Art & Design

BFA, Industrial Design, Minor in Service Design
Savannah, GA • Completed May 2016

COMMUNITY

Speaker • Packaging that Sells 2017
Presented user-centered design process at Berry and a corresponding case study.

Member • Industrial Designers Society of America (IDSA) & Service Design Network (SDN)

SKILLS

Research

Contextual Inquiry • Qualitative Synthesis Recruiting/Screening • 1-1 Interviews • Strategy Usability Testing • Diary Studies • Card Sorting Information Architecture • Surveys • A/B Testing

Communication

Leadership • Coaching • Facilitation Project Management • Storytelling Presentation • Engagement • Creative Reports

Design

Rapid Prototyping • Service Blueprints • Personas Storyboarding • Wire-framing • Journey Mapping Concept Development • 3D Printing

Software

Dscout • UserTesting • Optimal Workshop • Mural Adobe Creative Cloud • Qualtrics • Figma • Sketch • Creo Invision • Solidworks • Sketchbook Pro • Keyshot

CERTIFICATIONS & TRAINING

Leadhership 1 Coaching Program

Virtual • June - December 2021

Six month long program focused advancing women into leadership. I walked away with the knowledge and skills to manage a team as I prepped for my transition into people leadership.

Fundamentals of Moderating • RIVA

Rockville, MD • February 2019

Intensive focus group training that allowed me to walk away with experience moderating a focus group.

All About Ethnography • RIVA

Rockville, MD • February 2018

Although I've completed many ethnographic interviews, this training allowed me to cultivate and polish my skills.

Design Research Techniques • Cooper

Brooklyn, NY • December 2017

Training that went over basic design research techniques and tools.