alexandra olarnyk

ux researcher

HIGHLIGHTS
- 5+ years of experience
- B2B Online Marketplaces
- B2C Transportation Logistics

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education

MASTERS | 2018
HUMAN CENTERED DESIGN & ENGINEERING (HCDE)
University of Washington, USA

BACHELORS | 2014
KNOWLEDGE INTEGRATION
University of Waterloo, Canada

side project passions

FLEXPORT EDUCATION GUILD
I lead a guild that organizes educational events, quarterly, for the UX team based on needs.

CYCLISTS OF YOUR CITY
Cycling has helped my wellbeing greatly. I work to capture other people's positive stories about how city cycling has benefited/ changed their life.
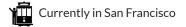
awards

GRACE HOPPER SCHOLAR | 2017
Awarded funding to attend the largest Women in Tech conference in the U.S.

PACKAGING DESIGN | 2016
Designed re-usable headphone packaging. Selected in Top 10 Designs out of 700+ entries around the world.

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contact

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Currently in San Francisco

work experience

UX RESEARCHER | FLEXPORT | SAN FRANCISCO | NOV 2019 – PRESENT
- Led Marketplace research to support new booking & quoting tools.
- Led generative and evaluative research for a customs clearance & document management cloud based software. Research helped define new product focus areas. Followed by pre-launch evaluation studies.

UX RESEARCHER | UBER EATS | SAN FRANCISCO | SEPT 2018 – OCT 2019
- Led mixed-methods research for homefeed discovery and personalization. Insights established principles for a new system to distinguish restaurants on app homefeed.
- Led foundational research across 4 markets (Mexico, UK, India, and Costa Rica) to understand international address entry needs, wayfinding behaviors, and reasoning behind defect rates. This research led to new in-app localized address fields, which led to a higher percentage of users who completed a successful order request.
- Led competitive and product research for a new delivery method launched in Brazil and the US, which increased restaurant selection on Uber Eats and order conversion.
- Led a multi-country survey on Qualtrics to understand food-delivery group ordering behaviors. This led to deprioritizing group ordering after showing the feature would not address a customer pain point.

UX WRITER | UBER EATS | SAN FRANCISCO | MAY – AUG 2018
- Owned copywriting for a home screen feature that lowers consumer delivery fees by sharing a courier. Research revealed we had a trust problem, so I led usability studies to test language and delivery updates that built trust and created transparency.

UX RESEARCH INTERN | AUTODESK | SAN FRANCISCO | JUN – AUG 2017
- Led evaluative research on a key software component that supported Autodesk's effort to create a continuous experience across their suite of products. Research drove principles for how the timing of uploads would be communicated to users. Read full project.

TEACHING ASSISTANT | U OF WASHINGTON | SEATTLE | MAR 2017 – MAR 2018
- Created workshops on content strategy and designing for augmented reality.

CO-FOUNDER | YOUR CITY IN MOTION | WATERLOO, CANADA | 2014 – 2016
- Received $3K grant to start a company that consulted universities on how to increase cycling to and on campus. Conducted research with students that resulted in targeted programming that encouraged the habit of cycling by students.

UX RESEARCHER | BLACKBERRY | WATERLOO, CANADA | MAR – DEC 2013
- Led research on smartphone accessories (e.g. shell casing, unboxing). Created 20+ online surveys, each involving 10-100 internal testers, that inquired about satisfaction, wear and tear, and uses in different environments.
- Categorized over 100 tester profiles and personalized communication methods within emails, which increased participant response rate averages from 3% to 18%.

graduate research projects

MASTERS THESIS | UBER EATS | SEATTLE | NOV 2017 – MAR 2018
- Identified 3 in-app features to improve courier efficiency: parking, forgotten items, and long wait times. I led ride-alongs and interviews with drivers and used findings to influence designs that were evaluated through usability tests.

GRADUATE STUDENT RESEARCHER | GOOGLE | SEATTLE | OCT 2016 – JUN 2017
- Examined how context impacts technology use through Experience Sampling Methodology (ESM), mobile device app log analysis and the data visualizations that resulted. Published at Ubiquitous Computing (UbiComp EA '17)

publications

- Bachelors thesis on Experiences of Food Allergy in Universal Journal of Public Health