

Anna Salamone

UX and Product Researcher

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EDUCATION

STANFORD UNIVERSITY

M.A. Communication - Media Studies

2020 - 2021 | GPA: 4.05

Master's Thesis: *Zoom Fatigue and the Implications for Adolescents: A Literature Review*

B.A. Psychology

2016-2020 | GPA: 3.82

Teaching Fellow, Intro to Psychology
Team Manager & PR Chair, Stanford Equestrian Team

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2022

SKILLS

Research Methodology

Moderated & unmoderated usability testing | Generative interviews | Concept testing
Surveys | Research panels
Conjoint analysis | Journey mapping | UX benchmarking
Card sorting | Contextual inquiry

Product Partnership

Research planning | Opportunity identification | Feature prioritization | Workshop facilitation | Executive storytelling | Rapid synthesis
Research operations

Tools

Figma/FigJam | Miro | Maze
UserTesting | Qualtrics | Gong
FullStory | Rally UXR | Google Sheets/Excel | SQL fundamentals

AI-Assisted Research

NotebookLM | Gemini
Claude | ChatGPT

Repository management,
thematic analysis, transcription,
raw data organization

EXPERIENCE

UX RESEARCHER | Braze Inc.

May 2022 - March 2026

Promoted from Intern → Mid-level in under one year | B2B SaaS / MarTech

- **Led mixed-methods research end-to-end for 5+ product teams**, spanning generative (discovery, field studies, journey mapping) and evaluative (usability testing, benchmarking) research; influenced core and emerging product roadmaps in a fast-paced, ambiguous environment
- **Spearheaded initiatives for the company's highest-priority bets**, including the Braze AI-Decisioning Studio, rapidly building expertise in a new product domain and navigating a complex post-merger stakeholder environment to introduce UX best practices and advocate for user needs
- **Shaped the product direction and implementation** of Braze's redesigned analytic suite through iterative discovery, usability, and early-access research; nearly all immediate recommendations were implemented, contributing to adoption by 1,459 accounts and 77% retention
- **Synthesized fragmented research across projects and product teams** into shared journey insights, then facilitated cross-functional workshops and developed "Now, Next, Later" narratives to align stakeholders and executives on cross-product opportunities and roadmap priorities
- **Designed creative mixed-method studies** including prototype testing, prioritization exercises, surveys, and conjoint analysis to clarify which features users valued, what needed to ship together, and which investments teams should prioritize or deprioritize
- **Built a biannual UX benchmarking program**, defining SUS, CSAT, and UX health metrics across 8 product teams, creating a standardized system to quantify design impact and validate resolved user pain points
- **Improved research operational efficiency** by developing reusable research templates, refining B2B recruiting processes, and introducing psychologically grounded methods that increased response rates and accelerated insight cycles

RESEARCH ASSISTANT | Stanford Social Media Lab

2020 - 2021

- Conducted and transcribed qualitative interviews, managed data organization in Excel, administered daily Qualtrics diary study surveys, completed exhaustive literature review

MARKETING INTERN | Digital Wellness Institute

January - June 2021

- Identified opportunities to improve behavioral and audience-data collection across the organization's event website and digital experiences
- Analyzed engagement data from a global virtual event with reach of 7.8M people and 20K attendees, translating performance patterns into recommendations for future programming and outreach

PRODUCT DESIGN RESEARCHER | San Francisco Zoo

Summer 2017

- Conducted daily field research in hippo exhibit and literature review on hippo behavior to inform habitat enrichment product design
- Designed, prototyped, and implemented habitat enrichment device that increased traffic to the exhibit by 30% and increased daily hippo movement by 25%