

# 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 | User interviews | Concept testing | Surveys | Research panels | Conjoint analysis | Journey mapping | SUS/CSAT benchmarking | Card sorting | Contextual inquiry

### Remote Research Tooling

Rally UXR | Qualtrics | Maze Gong | UserTesting | FullStory

### Collaboration

Figma/FigJam | Miro | Google Suite | Salesforce

### Analysis

Excel / Google Sheets | SQL

### AI Proficiency

NotebookLM | Gemini Gems Claude | ChatGPT

Research repository, thematic analysis, transcription, raw data organization

## EXPERIENCE

### UX RESEARCHER | Braze Inc.

2022 - 2026

Promoted: Intern → Associate → Researcher | 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; progressing from intern to mid-level researcher in under one year while directly influencing roadmaps across core and emerging product areas
- **Spearheaded initiatives for the company's highest-priority bets**, including the Braze AI-Decisioning Studio, navigating a complex post-merger stakeholder environment (Braze x OfferFit) to introduce UXR best practices and advocate user needs to entirely new product teams
- **Persuaded product leadership to re-route key design decisions** on Braze's analytics suite through compelling research narratives and facilitated cross-functional discussions, demonstrating measurable ROI of UXR investment and acting as a trusted representative voice of the user in high-stakes stakeholder sessions
- **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
- **Transformed insights into high-impact strategic narratives** via "Now, Next, Later" frameworks to steer multi-quarter product roadmaps, inform strategic direction, and align executive-level stakeholders on research-driven priorities
- **Improved research operational efficiency** by developing reusable research templates, refining B2B recruiting processes, and introducing psychologically-grounded methods to establish organizational best practices that resulted in high response rates and faster insight cycles
- **Facilitated cross-functional workshops** with Design, Data, Engineering, and Product teams to map user journeys and brainstorm product improvements, balancing research rigor with business timelines in a fast-paced ambiguous environment

### 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

- Initiated web-development research project to implement user data collection tools into the organization's event website
- Analyzed 2021 Digital Wellness Day event metrics with reach of 7.8M people and 20K virtual attendees

### 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 which increased traffic to exhibit by 30% and increased daily hippo movement by 25%