



# Melissa Hall

User Experience Researcher

Mixed-methods UX researcher with 7 years across fintech, healthcare, and developer tools. Lead generative and evaluative studies that shape product strategy, with a focus on tying research insights to roadmap decisions and adoption gains.

## CONTACT INFORMATION



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## KEY SKILLS

- Generative interviews
- Diary studies
- Unmoderated usability testing
- Survey design
- Dovetail
- UserTesting
- Figma
- Qualtrics
- Thematic analysis
- Journey mapping
- Stakeholder workshops

## PROFESSIONAL EXPERIENCE

**Senior UX Researcher** | Larkspur Financial, Portland, OR

2021 - Present

- Run the discovery research program for the SMB lending platform, scoping 14 studies a year across founders, controllers, and underwriters.
- Reframed the small-business onboarding journey after diary study with 22 owners; redesign cut application drop-off from 41% to 19%.
- Built a participant panel of roughly 1,800 SMB operators, cutting average recruit time from 9 days to under 48 hours.
- Coach 6 PMs on lightweight evaluative methods so the team runs unmoderated tests without research as a bottleneck.
- Partner with data science to triangulate behavioral logs against interview themes, stopping two roadmap bets before build.

**UX Researcher** | Meridian Health Tech, Salt Lake City, UT

2018 - 2021

- Led generative research for a patient scheduling product used by 320 clinics; findings shaped the v2 information architecture.
- Ran 60+ moderated sessions with clinicians, schedulers, and patients across rural and urban sites.
- Introduced a research repository in Dovetail, saving an estimated 180 hours of duplicate work in the first year.
- Co-authored the accessibility audit that prioritized WCAG fixes for the patient portal.

## EDUCATION

**M.S. Human-Computer Interaction**, Indiana University, 2018

**B.A. Cognitive Science**, University of Rochester, 2016