

Rebecca Phillips

User Experience Researcher

Lead UX researcher with 13 years building research practices in fintech, edtech, and enterprise AI. Set strategy, manage researchers and ops, and partner with executives to align research investment with product bets.

Contact Information



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Brooklyn, NY 12345

Education

- M.S. Human Factors, Georgia Tech, 2012
- B.S. Industrial Engineering, Georgia Tech, 2010

Key Skills

- Research strategy
- Team building
- Research operations
- Segmentation research
- Quant-qual integration
- Executive partnership
- Budget planning
- Vendor management
- Dovetail
- Qualtrics
- dscout
- Coaching

Professional Experience

LEAD UX RESEARCHER | CORDELIA AI, BROOKLYN, NY
2022 – PRESENT

- Built and lead a research team of 7 (4 researchers, 2 ops, 1 quant) covering enterprise AI workflow products.
- Set the annual research strategy with the Chief Product Officer; 9 of 12 H1 roadmap themes traced back to research insights.
- Stood up a participant operations function that cut average recruit cost per session from \$310 to \$172.
- Launched a quarterly insights forum with 220 attendees across product, design, sales, and support.
- Personally led the enterprise rollout study that informed the redesign of the admin console used by 4,400 customers.

PRINCIPAL UX RESEARCHER | QUARTILE LEARNING, AUSTIN, TX
2018 – 2022

- Led research strategy for the K-12 platform serving 1.8M students, managing 4 researchers across three product pods.
- Designed a teacher segmentation study that became the planning baseline for 2 years of feature prioritization.
- Partnered with sales enablement to turn district research into a buyer narrative used in 60+ contract renewals.
- Introduced a research ROI scorecard adopted by the design and product orgs.
- Coached 2 senior researchers into team lead roles.

SENIOR UX RESEARCHER | HALBERD PAYMENTS, CHARLOTTE, NC
2015 – 2018

- Led discovery research for the small business card product, shaping the v3 onboarding that lifted activation by 22%.
- Ran cross-cultural research across US, Mexico, and Brazil with 84 SMB owners.
- Built the first formal research repository at the company in Airtable; later migrated to Dovetail.
- Mentored 3 junior researchers and ran the intern program for 2 cycles.

UX RESEARCHER | LINDEN TAX SOFTWARE, CHARLOTTE, NC
2012 – 2015

- Ran 90+ moderated studies on tax preparation flows over three filing seasons.
- Designed the post-filing survey program, reaching 38,000 filers a year.
- Co-led the accessibility research stream and contributed to Section 508 compliance documentation.

- Partnered with customer support to mine 12,000 tickets a quarter for top friction themes.