

Hilary M Barr

UX Researcher & Designer

Innovative and resourceful, I leverage my empathetic nature and positivity to solve meaningful problems. With over 9 years of experience in design and research, I'm excited to expand my research practice in a collaborative, upbeat environment.

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EXPERIENCE

UX Research & Design Strategist

Jun 2022 – Aug 2022

Fidelity Investments • Boston, MA | Internship

- Supported exploratory research through in-depth, online interviews
- Identified universally top-rated concept through collection of qualitative and quantitative data geared to target new audience
- Collaborated on reports to communicate study findings to stakeholders

UX Research Assistant

Mar 2022

Motivate Design • New York, NY | Contract

- Documented observations from in-person usability research sessions
- Collaborated on research synthesis to provide actionable insights for Client's next iteration of their product

UX Researcher & Visual Designer

Jul 2019 – Jul 2021

CollegeData (1FBUSA Subsidiary) • San Francisco, CA | Full-time

- Improved registration process which increased conversion, based on insights from qualitative and quantitative research
- Coordinated with development team to execute CMS migration, with a focus on user retention
- Redesigned homepage, resulting in increased time on site after registration

Visual Designer

Jan 2018 – Jul 2019

BioElectron Technology Corporation • Mountain View CA | Full-time

- Conceptualized application of electron transfer chemistry to clinical drug application for investor communications, resulting in Company acquisition
- Company and FDA-pending drug branding, drug packaging and website design

Graphic Designer

Sept 2016 – Jan 2018

hmb designs | Contract

- Developed branding and visual assets for a variety of clients
- Clients included: The RealReal, Collective Lotus, Above Safaris, Aril Studios

Branding Specialist

Dec 2013 – May 2016

BrandYourself.com • New York, NY | Full-time

- Created and deployed Company's first demographic survey, and analyzed survey results to reveal actionable insights
- Built over 250 websites, curated client brands, and collaborated to launch Branding Department

VOLUNTEER

UX Researcher

Mar 2022

Perkins School for the Blind • Boston, MA

- Observed how voters with disabilities marked ballots through use of ClearBallot, an accessible voting machine, by noting: time on task, points of friction, errors, and qualitative feedback from the voters

EDUCATION

M.S. Human Factors in Information Design

Bentley University
GPA 3.85 | Expected Dec 2022

B.S. Mechanical Engineering, Concentration in Social Psychology

University of Rochester
2008 – 2012

SKILLS

Qualitative research and thematic analysis

In-depth Interviews

Ethnography

Card Sorting

Usability Testing

Interaction Design

Wireframing

Prototyping

TOOLS

Adobe Creative Suite

Figma

Miro

Maze

Optimal Workshop

Survey Monkey

LEADERSHIP

Vice President of UXGA
(User Experience Graduate Association)

Current

VP of Events for UXGA

Jan – Aug 2022

AWARDS

Nominated 1st place by Women in Big Data for UXGA Hackathon at Bentley University
Oct 2021