



/la's-kou-ské/

:an enthusiastic, hardworking, UX design research colleague interested in uncovering usable insights that lead to achieving the best possible experiences for users.

EXPERIENCE

Sr Manager, UX Research, 2021 to present Cardinal Health, Dublin, Ohio

For a \$120B annual Pharmaceutical B2B distributor, I lead a UX Research team whose customer insights help reimagine the customer e-commerce experience. The 5-year funded roadmap takes the current disparate state to a unified, personalized, responsive system including iOS and Android mobile and tablet apps. My team and I have accomplished the following, which was possible with the continuous trust and autonomy extended by leadership.

- Managed a generative research effort, partnering with internal Sales to recruit over 100 volunteer participants and an external research agency to conduct, analyze, and synthesize the research insights.
- Based on the generative research insights, the UXR team developed an experience metrics strategy to measure site features and functionality enhancements against thematic customer pain points.
- Established a formative research approach that integrates into the design and product development processes, delivering actionable insights to cross-functional teams within Agile sprint cycles.
- Hired and developed a diverse research team conducting mixed-methods research within an agile environment—guiding and leading initiatives to mature UXR capabilities and business value.
- Built a database of 1,000+ research participants through email, ad campaigns, and Sales team presentations, persuading B2B customers to participate in research for a better ordering experience.
- Established a research operations team to recruit, coordinate, and track research participants. Additionally, collaborated with Data Science to build an in-house app to pull relevant past research data.
- Partnered with compliance, legal, and finance teams to establish enterprise contracts for access to remote research tools and worked to develop a fair incentivizing structure for research participation.
- Evangelize within the enterprise by promoting the business benefits of UX Research, shared findings, and the resulting actionable insights.

Sr UX Researcher, 2020 to 2021 Cardinal Health, Dublin, Ohio

- Led primary user research studies with business stakeholders and customers to gain user insights.
- Conducted secondary research efforts using analytics, survey results, and customer service call logs.
- Translated research data into actionable insights, clearly communicating the relevant findings.
- Partnered with product teams working in an iterative, Agile work setting alongside design, product, customer support, sales, marketing, data analytics, and other internal business partners.
- Delivered insights and recommendations to business leaders in compelling presentations.
- Drove and promoted building a research database of user behaviors, triggers, and other data points.
- Evangelized human-centric design and integrating research in all phases of the product life-cycle.

UX Researcher, 2018 to 2020 Huntington National Bank, Columbus, Ohio

- Led B2C research initiatives using mixed methodologies including, remote and in-person moderated interviews and usability testing, ethnographic studies, competitive analysis, and secondary research.
- Understand user-centered design and research principles, including hypothesis generation.
- Collected and synthesized qualitative and quantitative findings to inform design decision-making.
- Interpreted user behavior and data from user experience research, into insights and recommendations.
- Created work artifacts including research plans, screeners, and discussion guides.
- Produced project deliverables, including journey maps, competitive visualizations, and final reports.
- Presented findings and recommendations to a wide variety of internal stakeholders and workgroups.

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SKILL SET

- customer-centric
- qualitative & quantitative
- moderated & unmoderated
- data analysis
- journey maps & blueprints
- user personas
- actionable insights delivery
- agile methodologies
- information architecture
- responsive web design
- research repository
- B2B customer outreach
- team leadership
- cross-team collaboration
- project prioritization skills
- growth mindset
- strong listener & communicator
- strategic planning & remain detail-focused
- balance customer advocacy & business needs

METHODOLOGIES

- mixed methods research
- ethnographic studies
- contextual inquiry
- open & closed card sorts
- tree tests
- co-creations
- participatory design
- competitive analysis

EDUCATION

B.A. Illustration with a minor in Advertising Design

Columbus College of Art and Design, Columbus, Ohio
Graduated Magna Cum Laude

M.S. Information Architecture and Knowledge Management - User Experience Design

Kent State University, Kent, Ohio



EXPERIENCE

Sr. UI/UX Designer, 2013 to 2018

Huntington National Bank, Columbus, Ohio

- Understand interface design principles, such as navigation, architecture, typography, and color.
- Proven visual design skills, and expertise in designing for the web/digital experiences.
- Strong knowledge of usability principles and techniques preferring simplistic solutions that align with the brand.
- Created design concepts, high-fidelity designs, and production graphics that make interfaces more compelling, and easy to use.
- Collaborated with developers to understand technical processes, possibilities, and constraints.
- Understand basic web design, including HTML/CSS.
- Collaborated with ideation teams to bring relationship-deepening concepts to life for internal pitches and presentations.
- Collaborated with team members in defining and establishing design patterns.
- Cross-team collaboration in a waterfall/agile environment.

Manager, Marketing Design, 2007 to 2012

McGraw-Hill Education

- Provided design direction and branding for promotional collateral, interactive digital initiatives, exhibit materials, and catalogs that supported \$2.6 billion in product sales.
- Managed Design staff including hiring, training, mentoring, and job performance evaluations.
- Determined the implementation of design requirements, branding guides, and department processes.
- Raised process efficiencies and staff productivity by 24%, and saved company \$683K by implementing redesign and production of 14 catalogs in-house.

Manager, Technology Design, 2004 to 2007

McGraw-Hill Education

- Reinforced visual design direction and market-appropriate vision for all SEG K-12 interactive digital and e-commerce initiatives.
- Managed staff /external resources, including hiring, training, coaching, and job performance evaluations.
- Established design requirements, production processes, schedules, and budgets.

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