

# RAZEL AGUSTINO

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## SKILLS & TOOLS

**Skills:** A/B Testing, Accessibility, Card Sorting, Competitive Analysis, Contextual Inquiry, Diary Studies, Ethnography, Evaluative Research, Generative Research, Heuristic Evaluation, Information Architecture, Interviews, Iterative Research, Personas, Preference Testing, Prototyping, Remote Tests, Screeners, Storyboards, Surveys, User Flows, Usability Tests, Video Editing, Wireframing

**Tools:** dscout, Figma, Final Cut Pro, iMovie, Looker, Premiere Pro, Qualtrics, SurveyMonkey, UserTesting, Zoom

## EDUCATION

**University of California, Berkeley** | B.A. with Honors in Psychology, Minor in Music, 2012

**Nielsen Norman Group** | UX Certificate, 2017

## SELECT WORK EXPERIENCE

### Senior UX Researcher

March 2022 - Present

Newsela (Remote)

- Lead and own all UX research activities end-to-end for multiple product areas and user types.
- Trusted and specifically requested by executive leadership members to spearhead crucial research projects and deliver high-impact insight reports to inform business decisions.
- Created a “self-service” UX research process and serve as an advisor for non-researchers to conduct their own research projects.

### UX Researcher

January 2021 - March 2022

Product Creation Studio (Seattle, WA)

- Led and owned all UX research activities—from planning usability tests, user interviews, contextual inquiries, preference tests, surveys, and heuristic evaluations to analysis and reporting—to directly impact development of consumer, medical, and laboratory products.
- Collaborated closely with clients, design, engineering, and project management teams to deliver within tight timelines while balancing multiple projects.

### UX Researcher (Contract)

February 2019 - November 2020

Microsoft via eXcell/CompuCom (Redmond, WA)

Surface/Devices Research and Inclusive Vision Team

- Drove research end-to-end, including planning, executing, analyzing, and reporting on research, collaborating with teams such as design, engineering, marketing, reliability, and program management.
- Mentored junior researchers in best practices, techniques, and soft skills.
- Impacted product decisions by presenting findings, representing user research in stakeholder meetings.
- Conducted qualitative and quantitative research both remotely and in person using a variety of moderated and unmoderated methods such as surveys, interviews, usability tests, field visits, and diary studies.

### UX Research Intern

June 2018 - August 2018

Blink UX (Seattle, WA)

- Led research on a high-profile project for an industry giant—including planning, collaborating across teams, moderating sessions, and reporting—resulting in high client satisfaction and securing future contracts.
- Captured observations and key insights in studies for several well-known clients.
- Assisted in facilitating workshops for both clients and fellow UX professionals.

## User Experience Specialist

December 2017 - August 2018

McCarthy Music Corporation (Seattle, WA)

- Increased form completion rate by 20% on website and reduced error rate in mobile app via redesign.
- Influenced software direction by conducting competitive analysis and presenting recommendations.
- Grew user-centered culture by interviewing users and designing flows and UI based on user feedback.
- Created content such as icons, copy, HTML email templates, user guides, and videos with edits.

## UX Researcher/Designer

March 2017 - May 2018

Freelance (Seattle, WA)

Projects include:

- **PINION** (political engagement app) — Analyzed generative research and summarized insights; led team at Seattle Social Good Series hackathon; designed user flow, interactions, UI, and mid-fidelity prototype.
- **Cold Rain Studios** (digital agency) — Supported design teams for Pick and Empathize mobile apps via competitive analysis, field studies, and user testing.