

LAUREL COCO, Ed.M.

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SUMMARY

Researcher with over 14 years of experience, driven by a deep curiosity about how people interact with and think about the products they use in the interest of optimizing their experience. Proven ability to drive large-scale research efforts using both lab-based and field research methods. Collaborative team player that builds trusted relationships with cross-functional partners and stakeholders.

RESEARCH SKILL SET

- In-Depth Interviews
- Focus Groups
- Online Bulletin Boards
- Ethnographies
- Usability Testing
- Survey Design and Analysis
- Low or High Fidelity Testing
- Contextual Inquiry
- Remote User Testing
- Concept Testing
- Personas
- Card Sorting / Tree Testing

PROFESSIONAL EXPERIENCE

SENIOR UX RESEARCHER

OCT. 2017 – FEB. 2019

UX RESEARCH CONSULTANT (CONTRACT)

JAN. 2017 – JULY 2018

BLURB INC. (San Francisco, CA)

Self-publishing platform and creative community.

- Established a research practice and process at Blurb, managing generative and evaluative studies from end-to-end (study design, recruiting, moderation, analysis, sharing out).
- Led a broad range of mixed-methods research aimed at understanding users' behaviors, needs and motivations, which informed product redesigns, product launches, and business strategies.
- Presented findings to cross-functional teams and senior executives to promote understanding of users' point of view and experience, and to cultivate a culture of user-centered design.
- Spearheaded the exploration of new initiatives that drove business direction by conducting both quantitative and qualitative research.

UX RESEARCH CONSULTANT (CONTRACT)

JULY 2017 – SEPT. 2018

VIATOR / TRIPADVISOR (San Francisco, CA)

An experience distribution platform for travelers.

- Designed and managed end-to-end research from study plan to final report for complex set up and pricing flow for tour operators in compressed, three-week timeline.
- Uncovered unexpected user needs as well as optimal product features and interactions, resulting in suppliers' ability to self-serve better and place fewer calls to Viator's regional sales reps for help.

MANAGER, UX RESEARCH

MAR. 2015 to JAN. 2016

SENIOR UX RESEARCHER

JUNE 2008 to MAR. 2015

*LEAPFROG ENTERPRISES, INC. (Emeryville, CA)**Leading manufacturer of technology-based educational products and content for children.*

- Planned and executed research with parents and children to inform product decisions for kids' educational tablets, reading products, toys and apps leading to industry awards and over \$400 million in sales.
- Employed diverse methodologies leveraging both qualitative and quantitative research methods in field and lab settings.
- Presented research findings to cross-functional teams and senior executives and identified market and end-user trends to influence strategic decision-making.

SENIOR RESEARCH ASSOCIATE / RESEARCH ASSOCIATE

2001 to 2008

LEAPFROG SCHOOL, LEAPFROG ENTERPRISES (Emeryville, CA)

- Architected and managed large-scale experimental design research throughout the U.S. examining the effectiveness of classroom K – 2nd grade educational technologies.
- Built collaborative relationships with external stakeholders including students, teachers, parents and administrators, along with internal product, marketing, and sales partners.
- Identified 12 noteworthy implementation sites and wrote case studies to highlight as success stories.
- Published in an educational journal and presented findings at six national conferences.

DIRECTOR OF BEHAVIORAL SERVICES

1996 to 2000

*SUN HEALTHCARE (Brighton/Quincy/East Boston, MA)**Long-term care and acute rehab service provider.*

- Developed, directed, and managed a behavioral health and rehabilitation program founded on the principals of Applied Behavior Analysis and serving clients with severe behavioral disorders.

EDUCATION

HARVARD UNIVERSITY, Graduate School of Education, Cambridge, MA
Masters of Education, Arts in Education Program

WHEATON COLLEGE, Norton, MA
Bachelor of Arts in Psychology with Honors

TRAINING

Nielson Norman Group – Usability Seminar, 2009
Burke Institute – Focus Group Moderator Training, 2011
RIVA – All About Ethnography, 2014