

# Anais I. Dodson

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Mixed-method researcher passionate about futures thinking with MA in Applied Anthropology specializing in ethnographic and linguistic methodologies.

## **Senior UX Researcher– Ancestry**.....July 2021 to Mar 2024

Data and results-driven leading researcher for top of funnel growth. Spearheaded first of its kind projects at Ancestry including a rolling research program, competitor benchmarking, root cause analysis and opportunity solution trees to name a few.

- Led generative study while mentoring junior researcher to better understand why customers were canceling their free trial the same day they signed up. Provided strategic and tactical recommendations leading to multiple team brainstorms and over 150 experiments to test culminating in a 20% decrease for same day cancellation and 6% increase in bill through rate.
- Jumped in to run a concept study to evaluate comprehension of an offer page (to drive conversion) with a team that did not have research support. Formed new partnerships with Marketing content team to change their value prop and positioning such that the offer was around clear user benefits and adjusted positioning to align with customers mental models of what to expect. After going live for 48 hours, sold almost 9k subscriptions and remained on target to meet Q1 goals.
- Advocated for international research to investigate why the UK was not performing as well as the US despite having parity. Insights revealed nuanced differences between geos leading to small changes in localization but achieving big wins in our metrics related to decreasing same day cancel rate (-5.17% ), and first 30 min. cancel rate (-7.58% ).

## **Senior Design Researcher– eBay**.....June 2019 to July

2021 Lead research across the buying and selling experience to deliver strategic and tactical insights utilizing various research methods— including usability studies, contextual inquiries, generative studies and surveys.

- Convinced stakeholders to conduct a generative study to inform roadmap for a loyalty product. Partnered with regional teams to align on study needs and prioritize research goals. Informed stakeholders during synthesis and consistently shared early insights that were immediately forwarded to the VP of Buyer Experience. Informed multiple product roadmaps leading to 26% increased adoption in product feature.
- Co-facilitated a virtual cross-functional discovery workshop to inform a strategic product vision for ‘Saves’. Presented the voice of the customer through various lenses including future trends and segmented personas to understand the opportunity spaces for an ideation exercise. Received multiple recognitions for my partnership and ability to pivot quickly in response to COVID and impacted product with a 51% lift in first time users engaging with Saves.
- Mentored and collaborated with a junior researcher to help understand research tools, analytical processes and presentation style. Co-defined roles, responsibilities and expectations for an eye-tracking study while providing the junior researcher opportunities for ownership and cross-domain visibility of their work.

## **Senior User Experience Researcher– Rodan + Fields**..... February 2019- June 2019

**User Experience Researcher– Google (Contract)**..... August 2017- December 2018

Led, budgeted, and supported research for early stage novel products and conducted field studies in emerging markets for hardware devices and Advanced Technologies and Projects (ATAP) team.

- Co-led a generative study to inform next generation designs for Google’s suite of hardware products. Coordinated with vendor to conduct field studies across the US leading to tactical and strategic insights for hardware and marketing team. Shipped products in 2019 and 2020 maintaining a 4.6 out of 5-star rating from consumers with product reviews positively citing designs informed from the study. Adoption of the smart home devices increased exponentially with 35 million units shipped in 2020 compared to 12.5 million units in 2018.
- Led and managed a large international ethnographic study to understand how people provide care. Navigated GDPR, revised study in-field to accommodate needs for inclusive design, and managed a separate experimental study while conducting field research in India. Used semiotics, secondary research and Google trends to cross analyze and support emerging themes. Presented a breakdown of behaviors in communication, care and support defining 3 high level opportunity spaces for product team.
- Collaborated with biomechanical engineers to conduct a multiphase study testing a novel product. Worked with mechanical engineers to lead their own testing to help narrow scope and variables. Designed an experimental study while adhering to strict legal guidelines. Triangulated multiple data points to draw a holistic story for leadership to make informed product decisions.

**Qualitative Research Consultant– A.i.D Research**.....January 2014 - August 2017

Independent consultant for various industry sectors including enterprise, agency and non-profits.

::::: Awards & Recognition :::::

*UserTesting Illumi Award Winner*

Selected for transforming the business through impactful research that led to 20% decrease in cancellations and 6% increase in bill through.

*QRCA 2023 Conference Speaker*

Selected to speak at the QRCA conference for a project on shifting paradigms for what it means to be social on a family history website.

*NAPA 2019 Blog Contributor*

*Discussed three skills that make anthropologists great cross-functional team players.*

::::: EDUCATION :::::

Futures Thinking Specialization: Institute for the Future, Coursera .....2021

MA Applied Anthropology: California State University, East Bay .....2014

*Advanced Ethnographic Methods | Statistics: Data to Decisions | Applied Linguistics*

BA Social-Cultural Anthropology: University of California, Berkeley ..... 2008

*Cognitive Behavior | Language & Power | Controlling Processes | Multi-Cultural Conflict Resolution*