

# JULIE BOOTH

UX RESEARCH LEADER

## CONTACT

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## SKILLS

SaaS

eCommerce

Generative UX Research

Evaluative UX Research

UX Measurement Framework

VOC / CX

Team Visioning and OKRs

ResearchOPs

Experimentation backlog

Budget management

Executive training

Workshops

## PROFILE

A qualitative researcher with a background in behavioral analytics and reporting. An empathic leader with excellent feedback from direct reports. Builder of UX teams from the ground up. Expert in developing frameworks, tools, and processes to deliver humanized insights clarifying user goals and motivations in a way that impacts the product roadmap. Focused on integrating ResearchOps in Agile PDLC and optimizing user experience through experimentation. Effectively mentors all levels of people doing research experience to impact resulting in career growth and development. Partners with Engineering, Product, and Design leadership.

## EXPERIENCE

### HEAD OF CONSUMER AND USER EXPERIENCE

COLUMBIA SPORTSWEAR | PORTLAND, OR | 2020- PRESENT

Report to the SVP eCommerce. Responsible for the Voice of the Consumer and Experience Design team supporting Columbia.com and emerging brands.

- Created a research strategy and framework that informs effectiveness, ease of use, emotional satisfaction with traceability to ecommerce KPIs such as conversion, retention, and engagement.
- Rebuilt the Consumer Experience team from the ground up, including budgeting, hiring, and onboarding 2 managers and 7 individual contributors and procuring research tools such as VOC listening post, unmoderated usability testing, and onsite behavioral tracking.
- Effectively instantiated standard processes for creating and distributing consumer insights resulting in funded initiatives for optimizing the eCommerce platform roadmap.

### STAFF UX RESEARCHER / MANAGER

SHOPIFY | OTTAWA, ON | 2017 - 2020

- Report to the Director of UX. Responsible for research strategy for Shopify Financial Services - a portfolio of Payments, Risk Protection, Capital Loans, and Invoicing products.
- Lead 5 person research team - contributing to strong product vertical research craft discipline, collaborating and showing work for quality and validation - including mentoring junior researchers.
- Worked across 4 squads through generative research and benchmarking to improve the financial product experience and capabilities resulting in a revolutionary banking product offering for merchants.

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## CERTIFICATIONS

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### Certified Scrum Product Owner

Agile Alliance | 2011-current

### Certified Usability Analyst

Human Factors International |  
2008

### Webtrends Professional Analyst

Webtrends | 2009

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## INTERESTS

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Mentor - PDX Women in Tech

Volunteer - Refugee Resettlement  
Catholic Charities

Frequent presenter on Agile / Lean  
UXR at meetups and conferences

Adjunct Instructor - Portland State  
University Professional  
Development (2005 - 2010)

Production Stage Manager in the  
Portland Theatre Community  
(2006-2010)

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## EDUCATION

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### MFA - THEATRE DESIGN AND PRODUCTION

The University of Tennessee  
Knoxville, TN | 1991

### BA - Drama Design and Production

UNC-Asheville  
Asheville, NC | 1987

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## EXPERIENCE (CONTINUED)

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### PRINCIPAL UX RESEARCHER

Fiserv | PORTLAND, OR | 2015 - 2017

- Report to Director of UX. Responsible for UXR team informing experiences for mobile and browser digital banking products used daily by 10 million people to manage personal finance.
- Created a user research structure that placed user research in an agile environment and reduced development time by 45%.
- Implemented a benchmarking and optimization program that reduced the number of bugs in new and existing features by 25%.

### UX ARCHITECT - E-COMMERCE PRODUCT OWNER

COLUMBIA SPORTSWEAR | HILLSBORO, OR | 2014- 2015

Led successful VOC and UX Experience improvements on 25+ multi-brand global eCommerce sites, driving sales conversion, user satisfaction, and experience improvements.

### HUMAN FACTORS ENGINEER

INTEL | HILLSBORO, OR | 2005 - 2007, 2012 - 2014

Member of IT UX organization embedded in various Intel teams to provide UX research services. Planned and conducted usability lab studies including the RITE method, focus groups, and in-depth interviews with external developers to support Intel Software Developer tools. The research identified simple changes that increased the rate of product evaluations by 40% the very next month.

### UX RESEARCHER

TRIPWIRE | PORTLAND, OR | 2010 -2012

Planned and conducted field studies with multiple CISO across Fortune 100 industries. Mental models and task flows were used to define the product roadmap. Usability and RITE method design testing.

### UX RESEARCHER

XPO LOGISTICS | PORTLAND, OR | 2008 - 2010

Planned and conducted field studies with drivers and dock workers to support the design and deployment of Drive-and-Dock mobile devices used to enhance freight tracking throughout the pick-up to delivery logistics cycle.