
Jane Davis

UX RESEARCH AND STRATEGY

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EXPERIENCE

Great Question

Principal Researcher

AUGUST 2022 - JANUARY 2024

Joined as the first in-house researcher for a UX Research platform, with a mandate to inform product strategy and direction as well as serve as a public-facing representative for the company in the field of UX and Design Research by speaking at conferences, publishing research findings, and co-authoring marketing materials

Set and informed product and growth strategy and business decisions through conducting original research, pitching feature and product roadmap ideas, and providing subject matter expertise on the discipline and product

Built Great Question's reputation within the UX and Design Research community through public speaking engagements, conference presentations, social media posts, and other public-facing work

As a member of the company's leadership team, worked directly with the co-founders to establish product direction and identify and evaluate new areas of opportunity for business growth

Zoom

Director of UX Research and Content Design

MAY 2021 - JULY 2022

Established UX Research as a discipline at Zoom for the first time in company history by developing the processes, infrastructure, and relationships required for the team to succeed

Brought research into the product development process by scaling the UX Research team, moving to an embedded model, and developing systems for teams to self-serve for evaluative research needs

Increased consistency, accuracy, and reliability in Zoom's in-product content through scaling the Content Design team, establishing a content component library, socializing content guidelines, and increasing the ways product teams were able to self-serve for content needs

Zapier

Head of UX Research and Content Design

OCTOBER 2019 - MAY 2021

Increased the UX research capacity of Zapier by establishing Research Operations, enabling self-serve research by product teams, building partnerships with other insights functions, and scaling the UX Research team

Created the product vision and user narrative for Zapier's five-year strategy in conjunction with the Chief Product Officer and key partners in Design and Product

Scaled the organization's content design capacity through training, deployment of a style and messaging guide, and scaling the Content Design team

Led the team in creating a research training program, a curated insights library, and a new model of partnering with Data Science and other insights functions

Dropbox

Design Research Manager, Growth

JUNE 2015 - OCTOBER 2019

Led the Growth Research team with a focus on increasing the business impact of research, maintaining productivity through organizational shifts, and partnering closely with key functions to deliver insights that tied directly to OKRs

Redefined key metrics for the Growth organization using qualitative and quantitative research in partnership with Product Analytics

Informed and shaped product strategy from the company level through individual product team roadmaps using qualitative research and synthesis

Created a working model for defining analytics using both qualitative and quantitative inputs from multiple teams

Strengthened the Design Research team through mentoring senior and staff researchers, growing ICs into managers, and growing people from other functions into researchers

BitTorrent

Lead User Researcher

NOVEMBER 2013 - APRIL 2015

Improved research efficiency by creating a searchable insights repository, establishing processes for working with research, and eliminating duplicative efforts across different product teams

Led product teams in identifying knowledge gaps and creating research roadmaps and plans

JSTOR

User Experience Designer

JUNE 2012 - MAY 2013

Converted from UX Design Intern to UX Designer in August 2012

Improved the performance of JSTOR's updated search experience through research-driven design processes, including exploratory and guerilla research

Identified key updates needed for the advanced search experience

EDUCATION

University of Michigan School of Information

M.S., Information Science

2011 - 2013

Specialized in Human-Computer Interaction and Library & Information Science

Reed College

B.A., English

1999 - 2003