

Evelyn Puga

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UX Researcher with 5+ years of experience leading qualitative and quantitative studies that shape product strategy, improve usability, and increase adoption. Skilled at building and scaling research practices, from scrappy startup-ready approaches to structured enterprise frameworks. Known for end-to-end research ownership, cross-functional collaboration, and storytelling that translates complexity into clarity for stakeholders.

PROFESSIONAL EXPERIENCE

Senior User Experience Researcher

Zions Bancorporation

San Diego, CA (Remote)

August 2023–August 2024

- Led the UX research practice for enterprise digital products, increasing research output by 200% through streamlined operations and participant pool creation.
- Designed and executed mixed-methods studies (usability tests, surveys, interviews, A/B testing, field research) to inform product roadmaps.
- Synthesized findings into compelling narratives that influenced executive stakeholders and secured roadmap changes.
- Improved usability and adoption, contributing to a 150% increase in user satisfaction across key products.

User Experience Researcher

Zions Bancorporation

August 2021–August 2023

- Owned end-to-end research projects—scoping, design, recruitment, analysis, and reporting—aligned to product team goals.
- Developed lightweight, repeatable frameworks to democratize research, enabling non-researchers to run quick tests.
- Partnered with design, product, and engineering to translate insights into customer-centered solutions.
- Delivered actionable insights that shaped product features and improved adoption.

SEO Editorial Content Writer

Road Runner Sports

San Diego, CA

August 2020–August 2021

- Conducted market and audience research to refine content strategy and product messaging.
- Brought the voice of the customer into marketing through participant interviews and campaign insights.
- Increased reach and engagement by analyzing performance metrics with Google Analytics.

Research Assistant

Thirdhand Smoke Resource Center

San Diego, CA

January 2019–May 2019

- Translated academic research into accessible content for public audiences.
- Designed communication strategy and rollout plan to expand online engagement.

Graduate Teaching Assistant & Program Facilitator

San Diego State University

San Diego, CA

August 2018–May 2020

- Taught oral communication and persuasion to 60+ students per semester, improving presentation scores by 20%.
- Created bilingual and accessible educational materials, fostering inclusivity and engagement.
- Developed interactive workshops to improve participation and comprehension.

EDUCATION

San Diego State University – San Diego, CA

- **MA, Communication** | May 2020
- **BA, Communication** (Minors: Spanish, Rhetoric & Writing Studies) | May 2018

Research Awards

Top Student-Led Paper, International Communication Association (2021)

Top Student-Led Paper, National Communication Association (2019)

ADDITIONAL SKILLS

- **Methods:** Usability Testing, Interviews, Surveys, A/B Testing, Field Research, Thematic Analysis
- **Tools:** Qualtrics, Figma, Adobe XD, SQL, MS Office Suite
- **Strengths:** Research Ops, Storytelling, Cross-Functional Collaboration, Stakeholder Influence, Workshop Facilitation