

Samantha Conde

UX Researcher

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EDUCATION

Doctor of Philosophy, Computational Media (HCI)

March 2025; University of California, Santa Cruz

Bachelors of Arts; Theater Arts, Film & Digital Media

2020; University of California, Santa Cruz

WORK EXPERIENCE

Google - User Experience Research Intern; June - Sept 2024

- Led mixed-methods research to understand developer onboarding and project abandonment patterns within Firebase Console.
- Deployed a survey to 10k Firebase users and conducted 12 in-depth interviews, resulting in 2 recommendations adopted to streamline onboarding flow.
- Influenced prioritization of feature updates via 3 presentations to PMs, DS, UXR

Farm-ng - User Experience Research Contractor; May - Aug 2023

- Led end-to-end research on Amiga micro-tractor with 5 farms and 2 pilot organizations through in-depth interviews and contextual inquiry.
- Conducted analysis that revealed usability barriers and workflow needs, informing hardware UI changes.
- Collaborated with PD, SWE, and CEO to translate findings into 4 main recommendations; presented findings to investors and leadership, shaping product roadmap and improved alignment with user needs.

Science Internship Program - UX Research Mentor; June - Aug 2023

- Designed and executed a hands-on 8-week research curriculum for 3 high school interns in UX and HCI methodologies.
- Facilitated research planning, execution, and presentation coaching, leading to high-quality final deliverables.
- Mentorship led to increased interest in UXR and SWE careers.

Meta - User Experience Research Intern; June - Sept 2022

- Led qualitative research to explore user behaviors and needs around Facebook Stories sharing and visibility through 10+ interviews and a literview review.
- Partnered closely with collaborators (PMs, SWEs, PDs, DS, UXR) to shape research questions and drive alignment of product goals.
- Presented findings in 3 stakeholder presentations and held 1 research workshop that informed new feature ideation and strategy.

Sexuality for All Abilities - UX Researcher; June 2018 - June 2020

- Co-developed an interactive Unity3D game for neurodiverse users to explore sexuality education topics.
- Led a UX study with 20 participants using mixed methods (usability testing, surveys, behavioral metrics); presented at 2 international conferences.
- Implemented real-time data collection and adaptive scenarios based on user inputs, enhancing accessibility and personalization.
- Established a database to analyze ux by cross-correlating game data for insights into serious games.

SKILLS

A/B Testing
Data Analysis/Collection
Hardware User Research
Product Research
Qualitative Research
Quantitative Research
Research Communication
Serious Games
User Studies
Usability Study

LANGUAGES

Spanish - Fluent
English - Native

TOOLS

Adobe Premiere Pro
Dovetail
Figma
G-Suite
Microsoft Office
Qualtrics
Reduct Video
Unity

CERTIFICATES

Human Subjects Researchers - Social, Behavioral, and Economic

AWARDS

Dean's Honor List for Academic Merit (2016), Creative Entrepreneurship Internship Program Award (2019), Dean's Undergraduate Award for Outstanding Research (2020), Chancellor's Undergraduate Award for Outstanding Research (2020), Eugene Cota-Robles Fellowship for Academic Merit (2020), ACM SIGACCESS Student Research Competition 2nd (2020), Koerner Family Foundation Fellowship (2022)