

Nikki Fillingim

Lead User Experience Researcher

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EXPERIENCE

Homebridge — Lead UX Researcher

May 2023 - Present

- Conduct advanced data analysis to uncover actionable insights to inform organizational direction and improvement initiatives, creating a clear narrative that elicits buy-in and fostering a culture of change.
- Formulate monthly vendor management reports to ensure service level agreements are met and vendors are informed of project progression at all milestones.
- Work closely with researchers, designers, PMs & engineers, to define and execute user research studies that inform product designs.

T-Mobile — UX Researcher

April 2022 - April 2023

- Drove the end-to-end planning, drafting, execution, and insight discovery of qualitative and quantitative research (interviews, focus groups, surveys, usability testing) to improve product usability and intuitiveness for business customers on digital products.
- Conducted strategic research to identify user needs and opportunities of improvement throughout the product development cycle.
- Led stakeholder meetings through educating them on the need and value of UX research and the trade-off between qualitative and quantitative research methods, asking the right questions at the right time, influencing product strategy through excellent communication skills and storytelling with data, and driving impact through actionable insights.

Blue Shield of California — UX Researcher

July 2020 - April 2022

- Leading end-to-end UX research in agile development environments to inform product design and development with a focus on human-centered design concepts, ensuring research goals align with sprint timelines; worked closely with cross-functional teams (product management, designers, engineers) to deliver intelligent solutions to executive stakeholders to inform the overall digital strategy and lower costs for patients on the innovation design team.
- Developed detailed user personas and journey maps through extensive UX research, resulting in increased understanding of user needs and pain points, and informing design decisions throughout the product development lifecycle.

Edwards Lifesciences — Global Health Economics & Outcomes Research Intern

May 2019 - August 2019

- Generated evidence and developed value communication strategies to support coverage from payers, coding, and reimbursement of existing and future products.
- Led cross-functional health economics and outcomes research (HEOR) team to create a financial calculator that visualizes hospitals' cost savings by adopting aortic valve replacement product.
- Performed competitive analysis across global markets and market projections.

Economic Evaluation Research Group — Health Policy Researcher

August 2017 - August 2019

- Led reporting and analysis on qualitative and quantitative data from focus groups and interviews with executive leaders, providers, and administrators for public sector clients; transformed primary and secondary research into actionable insights for clients.
- Crafted clear, concise, and highly professional research stories to inform stakeholders of policy recommendations based on research output.

Emory University — Clinical Research Project Manager

March 2016 - August 2017

- Analyzed, synthesized, updated, and interpreted data on research project databases, developed flow sheets and other study related documents, and completed source documents/case report forms to ensure data collection accuracy; led and provided mentorship to junior staff.
- Launched and analyzed social media marketing campaigns to increase enrollment by 25% on a clinical trial.

EDUCATION

The University of Georgia

August 2017 - May 2020

Master of Business Administration (MBA) - Business Analytics (SQL, R, Tableau)

Master of Public Health (MPH)

Georgia State University

August 2011 - May 2015

Bachelor of Arts, Psychology

SKILLS

Interviews
Surveys
Heuristic Evaluations
Usability Testing
Affinity Mapping
Literature Review
Focus Groups

TOOLS

UserZoom/UserTesting
Qualtrics
Tableau
Figma
Figjam/Miro
Nvivo
R