

# Arev Pivazyan

PhD-trained UX Researcher, creating strategic impact through research.

New York, NY

(203) 494-6730

[arev.pivazyan@gmail.com](mailto:arev.pivazyan@gmail.com) | [www.arevpivaz.com](http://www.arevpivaz.com)

## EXPERIENCE

**Xometry** | New York, NY, Hybrid

September 2022 - Present

### Senior UX Researcher

- Identified strong business opportunities through strategic and tactical research, leading to deployment of new customer-facing analytics tools and reduction in partner churn.
- Led at the forefront of organizational shift to being research-first product company at the senior leadership and C-suite level, by leading high-impact, high-visibility strategic research and harnessing data and storytelling to create buy-in.
- Worked cross-functionally in close partnership with Product, Design, Engineering, and Data leads on all major domain initiatives across the product development life cycle, leading to 66% increase in product initiatives backed by research.
- Harnessed qualitative research and visual storytelling to uncover root of partner churn, leading to strategic shift in product direction and 75% of domain objectives being set in response to research insights to address retention.
- Built out research repository, research CRM, and established research best practices alongside UR team, leading to fully self-serve research repository of 50+ studies and reduction in time to completion of research by 20%.
- Coached UX Design and Product teams in research practices and methods, leading to over 2x more usability tests performed in a year in usertesting.com and 45% more overall research participation.

**Freelance** | Remote

June 2022 - August 2022

### UX Researcher

- Conducted 1:1 interviews to identify pain points and strategic opportunities to develop service delivery roadmap for a small e-commerce business, leading to rebranding and relaunch of business line under new strategic direction.
- Lead 1:1 interviews, competitive analysis, and card sorting research to re-design the digital presence of a local business.
- Collaborated with design team to design and run usability tests of multiple prototype iterations across all client projects.

**Rutgers University** | New Brunswick, NJ & Remote

September 2015 – May 2022

### PhD Researcher

- Conducted multidisciplinary qualitative PhD research on LGBTQ social issues, including interviewing, participant observation, surveys, and archival research for seven years.
- Conducted ethnographic research through participant-observation and 1:1 interviews of two international human rights groups, resulting in being awarded two grants in 2016 & 2017 to continue research.
- Communicated research to academic and non-academic audiences, defending findings and securing over \$150,000 total in research funding.
- Developed flexible long and short-term roadmaps for research studies and overall scope of research roadmap.

**Rutgers University** | New Brunswick, NJ

September 2017 – May 2022

### Adjunct Professor

- Developed curriculum and taught over 20 classes across 6 unique courses for groups ranging from 7 to 110 students within the English and Gender Studies departments.
- Implemented multiple techniques to coach and mentor junior researchers in identifying research objectives, questions, and methodologies, emphasizing developing the ability to ask the right questions and critical thinking.
- Developed and administered annual feedback surveys to iterate and adapt courses to student needs.
- Met 1:1 with students regularly to track progress, set academic growth plans, address questions, and provide mentorship.

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## EDUCATION

<b>Certificate, UX Research and Design, General Assembly</b>	2022
12-week, 480+ hour intensive course of study alongside UX industry professionals	
<b>M. Phil, Women's, Gender, and Sexuality Studies, Rutgers University</b>	2022
Seven years researching and writing PhD dissertation before transitioning to UX	
<b>M.A., Performance Studies; New York University</b>	2014
Program in cultural studies and critical social theory	
<b>B.A., Individualized Study; New York University: Gallatin School of Individualized Study</b>	2012
Concentration in media effect on identity development in marginalized youth; minor in Publishing through NYU Publishing Program and Gender & Sexuality Studies	

## SKILLS

### **UX Methods**

Qualitative Research | Quantitative Research | User Interviews | Participant Observation | Moderated Usability Testing | Unmoderated Usability Testing | Task Analysis | Survey Design | Survey Analysis | Card Sorting | A/B Testing | Heuristic Analysis | Competitive Analysis | Information Architecture | Affinity Mapping | User Flows | Personas | Persona Spectrums | Concept Testing | Agile Methodology | Product Testing

### **Tools**

Dovetail | Rally (research CRM) | Qualtrics | Usertesting.com | Maze | Optimal Workshop | Figma | Quantum Metrics | Miro | Asana | Jira | Product Board

### **Additional Languages**

Russian (fluent) | Armenian (intermediate)