

AMINAH MATTHEWS

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CAREER OVERVIEW

- Two years of experience conducting qualitative and quantitative user research for B2B companies, specifically focusing on implementing innovative solutions in the dating and relationship space.
- Synthesized insights from 150+ customer interviews, 20+ focus groups, and 10+ surveys for UX research projects.
- Managed end-to-end logistics of research including study design, recruitment, and moderation for over 400+ participants.

PROFESSIONAL EXPERIENCE

Contract UX Researcher | Flamme | Remote | February 2023 – Present

Flamme is an early-stage startup, featured on TechCrunch, Harvard Crimson, and Product Hunt as the "App for Couples".

- Recommended new gamification features, leading to a 30% increase in engagement with the app. ([View Case Study](#))
- Achieved a 33% improvement in sign-up retention rates by identifying key friction points of onboarding through usability testing.
- Analyzed Mixpanel data for 800+ active users, establishing two key personas to hone marketing and product development.
- Led concept testing for new Premium features, validating the product design and users' willingness to pay prior to launch.

Contract UX Researcher | Literacy Council of Reading- Berks (LCRB) | Remote | July 2023 - August 2023

LCRB is a non-profit in Berks County, providing educational services for adults with low-English literacy for over 50 years.

- Analyzed data from a heuristic evaluation and usability study with eight non-native English speakers, identifying 24 usability and accessibility limitations that resulted in an 80% redesign of the website. ([View Case Study](#))
- Successfully managed timelines with a 4 week deadline to deliver research insights a week ahead of schedule.

Research & Operations Coordinator | Noom | Remote | September 2021 - October 2022

Noom is a leading app in the B2B and B2C Health & Wellness space, offering a psychology-based approach to weight loss.

- Conducted a large-scale survey and four focus groups to evaluate employee work experience, resulting in improved transparency across 15 roles for 240 employees and the creation of a Health Coach Advisory Board.
- Developed a streamlined data management process for 90+ A/B tests by creating an accessible data repository.
- Enhanced productivity by 60% for a team of 30 coaches by creating an automated dashboard to streamline administrative tasks.
- Implemented a wellness and development program, hosting 12 department-wide events to increase employee satisfaction.

Research Assistant | Motivation and Behavior Lab | Athens, Ga | August 2016 - May 2019

The Motivation and Behavior Lab is committed to understanding the psychology of interpersonal relationships and goal setting.

- Designed an online dating simulation using Qualtrics for a study evaluating the dating habits of 210 single college students.
- Collaborated to analyze 397 survey responses using Amazon Mechanical Turk (MTurk) and SPSS.
- Recruited 400+ participants by managing screening, scheduling, compensation, and ethical compliance.

EDUCATION

User Experience Research Certification | Mentor Me Collective Fellowship | August 2022 - December 2022

- Led a team of five in conducting a generative research case study aimed at designing high-fidelity wireframes for a pantry location app to address the needs of food-insecure students in Atlanta.

Entrepreneurship Certification | The University of Georgia | August 2017 - May 2019

- Started a date planning business by conducting 80 customer discovery interviews in eight weeks and winning a \$12k grant from investors at the Athens Business Accelerator & University of Georgia Kickstart Fund.

The University of Georgia | August 2015 - May 2019

- Bachelor of Science, Psychology (Neuroscience Emphasis) and Biology Minor

VOLUNTEER

Co-Founder | Melanin Queens Foundation for Change | June 2020 - Present

- Created a nonprofit to empower minority women, ages 13-25, by providing access to educational resources and mentorship.
- Successfully launched four annual school supplies and scholarship giveaways, aiding 15 students in achieving academic success.
- Partnered with the First Ladies Foundation to mentor 40+ young girls in Rockdale and Newton County.