

Elaine DeRubbo

USER EXPERIENCE RESEARCHER

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Strategic UX Research Leader with over 4 years of hands-on experience driving end-to-end research programs in SaaS and community platforms, complemented by 5+ years in management consulting. I leverage a mixed-methods approach to inform product strategy, influence executive decisions, and deliver accessible, inclusive user experiences. I have a proven ability to scale research operations, synthesize complex data into actionable narratives, and build cross-functional alignment.

UX SKILLS

- Research Roadmapping
- Strategic Planning & Prioritization
- Executive Stakeholder Communication
- Mixed Methods Research
- Data Synthesis & Storytelling
- Accessibility Research & Inclusive Design
- Cross-Functional Collaboration
- Usability Testing (Moderated & Unmoderated)
- Prompt Engineering
- Surveys
- Heuristics Evaluation
- Competitive Analysis
- Agile UX
- Persona Development
- Information Architecture
- User Flows

TOOLS

- Figma
- Pendo
- UserTesting
- Adobe XD
- Axure
- Jira
- Confluence
- Tableau
- Google Analytics
- Miro
- Mural
- Power BI
- Otter.ai
- Calend.ly
- Canva
- AirTable
- Notion
- Slack
- Office365
- SurveyMonkey
- Wufoo
- Salesforce
- monday.com
- ChatGPT
- Microsoft Copilot

EXPERIENCE

Higher Logic, Arlington, VA and Remote | UX Researcher | 2021 - 2025

- Influenced strategic product roadmaps for two marketing automation products and one online community platform, directly impacting over 200 million users by leading end-to-end SUS surveys and synthesizing mixed-methods data.
- Pioneered a scalable Pendo taxonomy, standardizing product tracking and empowering data-informed decisions across the organization.
- Synthesized mixed-methods data—including user feedback and behavioral patterns—to identify critical pain points and champion data-driven design solutions for online community platforms.
- Successfully influenced strategic roadmap decisions by synthesizing complex qualitative and quantitative insights, leading to measurable improvements in user engagement and retention.
- Cultivated strong cross-functional partnerships with product, engineering, and executive teams to seamlessly embed research throughout the agile development lifecycle.

Higher Logic, Arlington, VA and Remote | Disability and Mental Health Advocates Employee Resource Group Co-Chair | 2021 - 2025

- As Co-Chair, led company-wide webinars on Web Accessibility Compliance and Accessible Design, positioning myself as an internal subject matter expert.
- Educated over 100 community members on Disability Issues and shared Disability Rights, demonstrating leadership and advocacy skills.

Community Services, Washington, DC (remote) | 2020

UX Community Development, Skill Building, Site Redesign Research

- **4D Associates International** - Delivered key market research and competitive analysis to inform a company's website redesign strategy, providing actionable insights on impactful updates to maintain market relevance.

- **UX Design Hackathon** - Led a team of five as Project Manager to research, design, and build a workable prototype in Adobe XD in 72 hours that both solved client needs and delighted users.
- **Hexagon DC** - Served as the Inaugural Events Lead for the DC-based chapter of Hexagon, where I planned and managed bi-monthly events, such as book clubs, and coffee socials for womxn and non-binary folx in the DC UX Community.

General Assembly, Washington, DC | User Experience Immersive Graduate | 2020

Completed 500-hour UX design training and designed client projects individually and as a team, including:

- Ran a three-person team to design and test a mid-fidelity prototype for a tech community platform (**Hatchpad**), using Axure to enhance usability and drive adoption.
- Redesigned a high-fidelity prototype for a nonprofit, **Teach for Bangladesh**, by applying user interviews and competitive analysis insights to increase donor conversion and audience reach.
- Directed usability testing and developed personas for a language service, **Mully Lingua**, to provide actionable recommendations for improving service clarity and user experience.
- Designed and prototyped a storytelling app, **Corona Diaries**, and validated the concept through user research, concept mapping, and usability testing with Balsamiq.

Ignyte Group | Washington, DC | Management Consultant | 01/2018 - 05/2020

Customer Experience, Lifecycle Management, Strategic Planning, Procurement/Acquisition Support

- Conducted market research and strategic analysis to facilitate senior decision-making across multiple client groups on an \$11B project.
- Applied UX methodologies to develop a new department staffing plan. Approach included: journey mapping, user flows, and stakeholder interviews
- Drove internal and external communications, increasing company engagement and contributing to successful business development plans by creating content for proposals and white papers.
- Created and distributed monthly internal newsletters to increase company engagement and awareness.

IBM | Washington, DC | Consultant | 10/2014 - 09/2016 | Senior Consultant | 10/2016 - 12/2017

Project Management Support, Business Process Improvement, Stakeholder Engagement, App Implementation

- Developed an automated retrieval process, helping to increase available product inventory by 50%, saving \$120,000 in client savings.
- Supported agile development and testing for an IT system by documenting action items for over 50 agency stakeholders.
- Ensured quality and communicated key changes to developers by testing a mobile reporting app for defects.

EDUCATION

User Experience Design Immersive Graduate | General Assembly | Washington, D.C.

Bachelor of Business Administration, Management | Texas A&M University | College Station, TX