Erika Noll Webb, PhD

User Experience Leader

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SKILLS

User Experience Leader trusted by large enterprise environments (e.g. ServiceNow, Twilio, Oracle, NetApp) as well as startups (e.g. Docker, Inc) and as a founder and principal of consulting companies supporting clients like Apple, CenturyLink, Sun Microsystems/Oracle, and Qualcomm.

Earned a PhD in Cognitive Neuropsychology.

- Expert on how **UX research and data analysis insights support decisions about product design and roadmaps in B2B and B2C companies. Expert in SaaS technologies and Enterprise software.**
- Implements a **mixed methods approach in UX Research**, combining **qualitative and quantitative data**. Experienced in remote as well as in-person techniques and tools. Highly **adaptable** to unique situations and requirements, including accessibility research.
- Worked with a wide range of **cross functional teams (PM, Design, Engineering, Data Science**) in fast-paced work environments to drive data driven design. Effective communicator, excellent collaborator.
- Knowledgeable in how to **solve UX research problems creatively, cost-effectively, and proactively**. Can easily apply guerilla methods to solve research issues and answer questions.
- Expert in **working with diverse stakeholders and cross-functional teams** to define the business questions to answer and the form of the answer that would best resolve the business problems.

Areas of Expertise: UX Research | Mixed Methods Research | Survey Design

EXPERIENCE

ServiceNow via Magnit *November 2023 - Present*
Staff UX Researcher, dCX
- Developed and conducted a closed card sort study on two navigation options for Impact in my first 15 days. Report to be delivered 17 days post start date.
- Developing and iterating on OneCX Personas, conducting research to add new and update existing personas.
- Conducting a competitive analysis on support sites across SaaS companies.

Docker *March 2022 - May 2023*
Senior Manager of UX Research | November 2022 to May 2023
- Built and managed a multinational user research team within the Docker organization. Wrote the job descriptions for different roles and hired a 4-person team of 1 Senior UX researcher, 2 UX Researchers and an intern. Held accountable for performance evaluations, coaching for top performance, promotions, and task assignment and management.

- Led the Research team to support Docker BUs to understand customer needs and wants.
- Onboarded 5 research tools and developed training.
- Built a Participant Database of over 6000 Docker customers interested in research opportunities which could be used for research activities across the company. Managed budgets for recruiting and paying customers.
- Developed a Voice of the Customer database to collect customer input and feedback throughout the company.
- Developed and iterated on Docker Personas, conducting research to add new and update existing personas.

Principal User Researcher| March of 2022 to November 2022
- Conducted quantitative and qualitative primary research across the company to bring the Voice of the Customer to product decision making

Twilio *July 2020 - March 2022*
Senior User Researcher

- Developed a UX research program for Twilio Frontline (now Flex) to define the customers, research the interface and provide user research to drive development priorities. Drove the product from concept to GA.
- In the Core Messaging team, developed a roadmap to drive customer understanding working with Messaging APIs. Had a key role in driving customer research to inform product decision making using both qualitative and quantitative methodologies.

NetApp *2019 -2020*
UX Research and Design Lead

- Developed a UX research program in NetApp HCI.
- Worked with developer tools and APIs.
- Conducted qualitative and quantitative user research, coordinated conference testing, developed a user database for recruiting, conducted a hackathon and was part of the Women in Technology Leadership Team.

Charles Schwab via Aquent, Inc *2019*
User Research Architect

- Worked for Charles Schwab on Digital Rep Solutions in Salesforce.

Exponent *2018-2019*
Managing Scientist

Oracle *2006-2018*
Director User Experience
- Conducted a generative research program including 45 innovation events including hackathons and design jams in 8 countries with more than 2000 participants from nearly 500 separate organizations
- Hired and led an international multidisciplinary team of talented designers tasked with creating web and print media to support global innovation events

Senior Manager UX
- Led an international multidisciplinary team supporting user research and design for SaaS applications such as human resources, customer relationship management, user assistance and supply chain management applications
- Led gamification research and design for Oracle Applications, wrote gamification guidelines for Oracle developers and customers
- Patented a method and mechanism for implementing a gamification application

Manager UX
- Led an international multidisciplinary team supporting user research and design for Oracle Applications User Assistance
- As an individual contributor, conducted research and published on comics as user assistance, comics to present complex information, mobile user assistance testing, and the benefits of user assistance improvements on task time and success rates

Senior Usability Engineer
- Led user research activities for the Oracle Applications Unlimited suite of products
- Developed training materials for user researchers at Oracle

Quintus Design *2002-2006*
Managing Partner
- Worked with a wide range of clients in B2B and B2C companies including Sun, Qualcomm, Longaberger, HP and more

USABILITY AND DESIGN METHODS

Accessibility
AI/ML
A/B testing
Affinity diagramming
Card sorting
Contextual inquiry
Design guidelines
Ethnographic studies
Field study
Focus groups
Heuristic evaluation
Interviews
Personas
Prototyping
Rapid prototyping
Remote testing
Storyboarding

Surveys
Task analysis
Usability testing
Unmoderated testing
Use cases
User stories

TOOLS

Maze
Userlytics
User Zoom/Testing
Alchemer
Survey Monkey
Qualtrics
Figma
Sketch
R
Jira
Notion

EDUCATION

University of Illinois at Urbana-Champaign
PhD in Cognitive Neuropsychology, Concentration in human factors engineering

INTERESTS