**Jack Ruocco**

Chicago, IL • (224) 645-6670 • jack-ruocco@comcast.net • **Portfolio:** [jackuxdesigns.com](http://jackuxdesigns.com) • linkedin.com/in/jackruocco/

Experienced UX researcher, strategist and project manager with a history of delivering complex and multinational studies. Looking to join a collaborative team in the consumer technology, finance or AI technology sectors that leverages user-centered disciplines to build a better future.

**PROFESSIONAL EXPERIENCE**

**Lead UX Researcher/Design Consultant,** Anonymous Tech Startup

Remote

August 2024 – Present

* UX researcher and design consultant for a tech startup dedicated to helping job seekers avoid fake job listings online
* Aligned with site founders on research goals, designed research methods and captured remote user interview data to drive product road mapping efforts
* Conducted mixed-methods research using qualitative user interview data, time-on-task data, survey analysis and video analysis of participant interaction with the latest company prototype
* Streamlined analysis of qualitative and quantitative research data using ChatGPT and Meta AI

**UX/HF Researcher + Project Manager**, Bold Insight

Chicago, IL

July 2021 – January 2024

* Project leader and manager on 10+ consumer tech studies
	+ Served as client manager for projects serving Fortune 100 companies
	+ Led three international studies, collaborating with teams in other countries including Japan, Germany, UK, France, Italy and South Korea
	+ Primary research designer, remote and in-person research moderator and data collector for studies focused on SaaS applications, mobile devices and video game consoles
* UX researcher and UX strategist on over a dozen consumer tech studies (in a non-lead role)
* Human factors researcher, project co-lead and consultant for 10+ medical device studies
	+ Research designer, in-person research moderator and data collector for studies focused on injection devices, patient monitoring systems, medical device packaging and medication tracking applications
	+ Confirmed Independent Review Board (IRB) regulatory acceptance during project preparation to ensure participant safety and adherence to ISO 9001:258 research standards
	+ Captured qualitative and quantitative data used to create product roadmaps and ensure FDA compliance and eliminate potential risk/vulnerabilities
* Responsible for synthesizing raw data into final client reports and presenting findings to clients through in-person or video call presentations
* Compressed the onboarding cycle from 6 months to 2 months for 10 new hires on UX researcher skills such as research design, session moderation, and best reporting practices
* Leveraged mixed-methods research designs including A/B testing, in-person and remote user testing, mobile ethnographies, surveys, times-on-tasks and prototype testing to provide more comprehensive data
* Led two internal training sessions focused on video and audio editing techniques that ensure no participant identifying information was revealed

**PROFESSIONAL EXPERIENCE (CONT’D)**

**Learning Technologist + Web Designer**, BenchPrep

Chicago, IL

August 2020 – February 2021

* Converted real-world study materials for the MCAT, SAT, OTA and others into web pages using HTML5 and CSS3
* Verified accessibility of web pages for disabled learners using knowledge of typography, color theory, W3C web standards and WCAG online tools to broaden customer base of learners for client companies

**Actor + Improv Comedian**, Freelance

Chicago, IL and Los Angeles, CA

June 2015 – May 2020

* Practiced team leadership, teamwork, rapid ideation, interpersonal communication and storytelling through improv comedy performance at The Second City in Chicago and at The Upright Citizens Brigade in Hollywood

**OTHER SKILLS**

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| Figma, ProtoPie + LottieFiles (UX/UI Design) | 4 years |
| Adobe Premiere Pro + Final Cut Pro X | 10+ years |
| Microsoft Office Suite + Google Workspace Suite | 10+ years |
| Apple iWork Suite (Pages, Keynote + Numbers) | 1 year |

**EDUCATION**

**Master of Science, Information Design and Strategy – Learning Design**

Northwestern University, Evanston, IL

June 2020 – May 2022

**Bachelor of Arts, Communication Arts – Radio, TV and Film Studies**

University of Wisconsin, Madison, WI

August 2011 – May 2015

**Technical Certificate – User Experience Design**

General Assembly – Los Angeles

December 2019 – March 2020

**RECENT TECHNICAL TRAINING**

**Using AI to Create Product Requirements**

Tech Fleet – Remote

February 2025 – April 2025

**Agile for UX and Product Development**

Tech Fleet – Remote

February 2025 – April 2025