# Hira Qarni

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## EXPERIENCE

**Webflow**                                                                                                    **May 2022-Present**
*User Experience Researcher, Growth & Marketplace Teams Research Lead*
- Led generative (in-depth interviews) and evaluative (surveys and usability tests) research to launch Webflow Apps on the Webflow Marketplace, now used by over 30k active users. Research findings highlighted the need for more streamlined discovery of Apps and user generated quality signals for Apps which are now in active development and will be delivered by Q2 2024.

- Led generative and evaluative research end-to-end on all projects related to Webflow's Marketplace, including both supply and demand side research to better understand the needs of both users looking to hire a Webflow Expert and Webflow Experts looking to grow their business with Webflow. Research influenced the design of Webflow Expert profiles, marketplace metadata, and launched a new marketplace service increasing the number of Webflow users hiring Webflow Experts by over 50%.

- Built strong cross functional relationships across Engineering, Product, Design, Data Science, Product Marketing, as well as Strategic Finance, Community, and Business Development to align on research priorities and ensure research findings were adopted throughout the customer lifecycle.

- Introduced the UMUX framework to Webflow which is now used across the entire product department to measure the success of new product launches using both email and in-app survey tools. Continue to educate team members on benchmarking best practices.

**HBO Max**                                                                                          **January 2022-April 2022**
*User Experience Research Graduate Intern, Personalization Team*
- Conducted generative, iterative, and evaluative UX research for HBO Max's AVOD & SVOD streaming platforms across multiple devices, languages, countries, and participant profiles with a focus on personalization.

**Workiva**                                                                                    **January 2021-December 2021**
*User Experience Research Graduate Intern, Usability Team*
- Planned, ran, and analyzed over 20 unmoderated and moderated usability studies and expert walkthroughs to improve product usability (efficiency, effectiveness, satisfaction) across all stages of the product life cycle.

- Built, analyzed, and visualized surveys to capture quantitative and qualitative user feedback on Workiva products.

- Worked with Product Managers, UX Designers, and UI Designers across all Workiva products and platforms to prioritize, build out, analyze, and present findings on new research studies from prototypes to existing products.

**Perceptual, San Francisco, CA (acquired by Browserstack)**                        **August 2019-August 2020**
*Customer Success Manager*
- Implemented and monitored Customer Satisfaction (CSAT) surveys throughout the customer journey to monitor and increase satisfaction. Used findings from these scores to retain and grow over $100,000 of business.

**Station Houston Startup Incubator (acquired by Ion District)**                          **April 2017-August 2019**
*Membership Programs Manager*
- Increased member retention by 60% through design of an improved member onboarding process and new programming based on member interviews and surveys.

**Codesmith Coding Immersive Program**                                              **January 2016-August 2017**
*Business Development & Outreach Manager*
- Doubled student enrollment in Codesmith's immersive coding academy through outreach initiatives, creation of a job placement program, and partnerships with local and national tech groups.

## EDUCATION

**Rice University**                                                                                            **May 2022**
Masters in Human Computer Interaction & Human Factors

**Pepperdine University**                                                                                  **May 2015**
B.A. in Economics, Computer Science Minor

## SIDE PROJECTS

**Little Red Box Grocery**                                                                **January 2022-Present**
Partnering with a local non-profit grocery store to create community surveys and conduct interviews with local residents to better understand their needs and optimize the store's offerings.

## METHODS, TOOLS, AND RELEVANT COURSEWORK

**METHODS & SKILLS:** Usability testing, heuristic evaluations, concept testing, diary studies, participatory workshops, in depth interviews, survey design and analysis, data visualization, card sorting, activity analysis, task analysis, inclusive participant recruiting (B2B and B2C)

**TOOLS:** Sprig, Dovetail, Usertesting.com, MURAL, Miro, Google Workspace, Looker, SPSS, R, Excel, SQL, Qualtrics, FigJam, Amplitude

**COURSES:** Methods in Human Computer Interaction, Ergonomics & Human Factors, Engineering Psychology, Advanced Psychological Statistics, Foundations of Cognitive Psychology

## OTHER

**Hobbies:** Reading, sourdough, traveling, dance, cooking, running, my redbone coonhounds
**Languages:** English, Urdu