# Erica Brothers

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[LinkedIn](#) | [Portfolio](#)

## Summary

User Experience Researcher with a background in psychology, human factors, and data-driven analysis. Skilled in mixed-methods research, usability testing, discovery sessions, and translating complex behavioral data into actionable insights. Experienced with conversational AI and enterprise systems to uncover user needs, identify friction points, and inform product strategy. Passionate about evidence-based design, clear documentation and improving digital experiences through thoughtful research and collaboration.

## Education

Kent State University – *M.S. in User experience design* | GPA 3.93

The Pennsylvania State University – *B.S. in Psychology, Human Factors Certificate* | GPA 3.45

## Experience

**Associate Conversation Designer – User Experience Research |** *Waterfield Tech* **|** *April 2022 - Present*

- Lead qualitative and quantitative research including stakeholder interviews, discovery workshops, and analysis of user interaction data.

- Develop research plans for discovery, usability, and behavioral analysis initiatives.

- Conduct usability evaluations and research studies of voice and digital experiences, including planning sessions, coordinating participants, and synthesizing findings to recommend improvements.

- Analyze conversational transcripts and AI/NLU utterance data to uncover behavioral patterns and experience friction points.

- Translate research insights into documentation that supports product decisions.

- Collaborate cross-functionally to validate findings and prioritize enhancements.

- Develop journey maps, process flows, and scenarios to support design alignment.

- Utilize Figma and Miro to visualize research insights and support collaboration.

## Select Project Contributions

- Serene App – UX Research Lead (Penn State Behrend): Led research for mental health app, conducting comparative analysis, card sorting and remote usability testing. Findings published in the Journal of Interactive Technology and Pedagogy.

- Reducing Billing C    confusion: Synthesized AI/NLU data and user feedback to recommend restructuring of billing experiences, improving path clarity for customer support use cases.

- Pharmacy & Healthcare Experience Testing: Conducted moderated usability sessions to evaluate call flows and identify friction

- Enterprise Migration Research: Led discovery efforts during a migration ensuring user needs were incorporated into new design.