

Aiste

CONTACT

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UX RESEARCH SKILLS

- Participant recruitment
- Survey development
- Qualitative data synthesis
- Statistical data analysis
- Database management
- Qualitative interviews
- Eye tracking
- Team management

DESIGN TOOLS

- Adobe Indesign
- Adobe Photoshop
- Figma
- InVision
- Sketch

SURVEY/DATA TOOLS

- Amazon Mechanical Turk
- Pandas / R
- Python
- Qualtrics/Typeform
- SQL

UX LEARNINGS

Convivial Toolbox - Liz Sanders
DCUX Mentorship Program 2019
Hello, Design Thinking - IDEO U
Just enough research - Erika Hall

“She has a strong quantitative background, really understands the UX Research process, and is willing and able to quickly pivot with changing research priorities. She is the perfect mixture of base knowledge and willingness to learn. I would recommend Aiste for any UX Research team.”

Jessica Davies
Head of Research, Zeus Living

Cechaviciute

Researcher with five years of professional and academic experience. Transitioned from academic behavioral and neuroscience research to user experience research, gaining experience through working in startups and volunteering. Well versed in research process and practices, collaborative, and always questioning bias.

EXPERIENCE

HEAD OF RESEARCH OPERATIONS

2020 AUG-present

Pandemic Professors - Volunteer Staff

- Coordinated UX research for rapidly expanding organization providing free tutoring services to low-income students to aid during the Covid-19 Pandemic.
- Wrote protocols, research plans, and coordinated usability testing interviews.
- Leading UX initiatives to understand student and family needs and barriers they are facing in order to access educational resources.

UX RESEARCH COORDINATOR

2020 JAN-MAR

Zeus Living

- Zeus Living is a Series B double-sided marketplace focused on 30+ day furnished stays for business travelers.
- As a FTE and the Head of Research's right hand participated in all aspects of the UX research process, from recruitment to presenting findings to founders.
- Implemented participant self-service flow for research studies across all teams.
- Collaborated with PM and product design to conduct usability studies to support a radical change to our booking flow design, increased conversion 10%.
- Analyzed and presented quantitative market data from personas research.
- Assisted with qualitative synthesis, developed and presented actionable insights.
- Developed customer satisfaction (CSAT) survey for the Zeus sales department.

FULL-TIME TECHNICAL RESEARCH ASSISTANT

2017-2019

DSCN Lab at the University of Maryland

- Coordinated social cognition study for children with Autism Spectrum Disorder.
- Oversaw brain imaging protocols, conducted data analysis, and collected qualitative behavioral measures.
- Led participant recruitment efforts for ASD group. Expanded participant outreach, oversaw the admission of the DSCN lab into the Spark for Autism research network, and automated screening materials to streamline scheduling.
- Created a lab-wide database to integrate behavioral measures from multiple projects into one cohesive dataset.

HONORS SCHOLAR THESIS: EMOTIONS AFFECT INTERTEMPORAL CHOICE

2016-2017

Diamond Research Scholars Program at Temple University

- Designed research studies to test the effect different emotions have on monetary decision making. Created a research plan, chose methodologies, and pilot-tested emotion inducing tasks.
- Developed and coded experiment with behavioral measures and eye-tracking.
- Analyzed results with carefully considered statistical approaches: R, Python.

MARKETING RESEARCH INTERN

2015 JUN-AUG

StartupHouse, San Francisco

- Optimized start-ups media presence using Wordpress and editing HTML.
- Organized networking events, including venture capital panels.
- Conducted interviews and wrote profiles to showcase StartupHouse residents.

EDUCATION

TEMPLE UNIVERSITY, PHILADELPHIA PA

2013-2017

Bachelor of Science: Neuroscience major | Psychology minor

- Honors Student, Deans' Distinguished List, Provost Scholarship
- Distinction in Neuroscience, Diamond Research Scholar