

Gregory Reeser UX Researcher

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SUMMARY

Strategic, mixed-methods UX Researcher with 10 years' experience turning complex human behavior into product and business impact.

EXPERIENCE

Lead User Researcher | UpperStudio, Co-Founder

Jan 2025 - Present

- Founded and led a UX research and design consultancy, managing a team of 4 growing the practice through referrals and multi-phase engagements.
- Retained clients across 3+ paid engagements by leading UX research from early concept validation through beta testing and app store launch. Findings directly shaped product differentiation, onboarding flow, and go-to-market strategy.
- Triangulated findings across data analytics, heuristic audits, usability testing, surveys, and longitudinal studies to resolve conceptual and usability gaps shaping product roadmaps and accelerating delivery across client platforms.
- Rallied C-suite, product, and marketing teams around research insights, driving major shifts in roadmaps and aligning cross-org priorities through workshops..
- Scoped and priced \$30-40K client proposals, balancing research depth with delivery timelines to drive ROI and retention.

User Researcher Consultant | Select Clients: ReDefiners & Seattle Caviar

Oct. 2021 - Sept. 2024

ReDefiners World Languages

Oct. 2022 - Feb. 2024

- Conducted RITE testing to identify navigation and language barriers, increasing enrollment 12% for a language-learning nonprofit. Insights led to simplified content, translated forms, and inclusive fields for multilingual and LGBTQ+ users.
- Consolidated 96 web pages into 26 by auditing and restructuring content, improving navigation and scannability resulting in 36% increase in click-through rate and faster task completion.

Seattle Caviar

Oct. - Nov. 2023

- Led a 6-week redesign of a luxury e-commerce site, boosting conversion 130% and generating \$500K in revenue within 60 days.
- Applied heatmaps, heuristics, and user interviews to inform changes in metadata tags, product details, shipping transparency, and checkout flow to optimize search and reduce buyer friction and contributing to a 130% conversion rate.

User Researcher | Quartet Health

Feb. 2021 - Sep. 2021

- Led usability testing (N=15) and generative interviews to improve registration, referral notifications, and therapy tracking reducing patient drop-off by 66%.
- Led research integrating predictive AI models into provider workflows using claims and behavioral data identifying undiagnosed patients to drive care interventions.
- Optimized product strategy decision-making through meta-analysis of 5 years of patient research, informing KPIs and feature investment.
- Prevented \$5 million in losses by identifying critical user and product needs before product launch, influencing strategic pivots and corrective roadmap.

UX Strategy & Operations | Quartet Health

Feb. 2017 - Jan. 2021

- Improved user engagement by 8% and increased patient care initiation by 4.6% by analyzing support tickets, call logs, and handling time data to identify common pain points and developing internal support guides that enabled teams to communicate more effectively with patients.
- Owned partnerships with 6 major health systems, contributing up to 65% of total market activity.
- Managed \$40M in CARR across WA, AZ, and CA; maintained 100% SLA compliance year over year.

EDUCATION

University of Washington

Masters of Human- Computer Interaction & Design - 2025

University of Puget Sound

B.A. Classical & Ancient Studies - 2015

RESEARCH SKILLS

Mixed-Methods Research
Usability Testing
Survey Design & Analysis
Ethnographic & Field Research
Root Cause Analysis
A/B & RITE Testing

STRATEGY & SYSTEMS

Product Discovery & Foundational Research
Behavioral Analytics
Heuristics & Accessibility
Information Architecture & Journey Mapping
Service Design

COLLABORATION & LEADERSHIP

Stakeholder Alignment
Workshop Facilitation
Ops Strategy
Mentorship & Team-Leadership

TOOLS

Python · Figma · Looker · Qualtrics · SQL · Invision · Azure

ADDITIONAL ROLES

University of Washington

2024- Present
Graduate Research Assistant

Helping Hand 2016

Client Manager

21 Cellars 2015

Manager & Asst. Winemaker