

# Cassandra 'Sen' Lechler

UX GENERALIST W/ RESEARCH SPECIALIZATION

Aptos, CA | 425.229.3694 | [sen@psytechux.xyz](mailto:sen@psytechux.xyz)

## Experience

### Research Bookmark | UX Research Intern | 2022

- Collaborated with a Senior UX Researcher and a team of mentees to learn industry-standard UX methodologies and research practices.
- Conducted data analysis using tools like JIRA and HotJar to gain insights into user behavior and improve usability.
- Practiced Agile and Scrum methodologies to manage project deliverables and meet milestones efficiently.
- Participated in user interviews and feedback sessions to understand pain points and provide actionable solutions.
- Contributed to the successful completion of a mock UX project, delivering recommendations that simulated real-world client expectations.
- Developed foundational UX research skills and demonstrated adaptability in various collaborative environments.

### Seattle University | Research Assistant Intern | 2021 – 2022

- Assisted Dr. Bollich-Ziegler in cleaning, scoring, and interpreting participant data from over 200 participants for a research study on feedback dynamics.
- Utilized tools like Excel, SPSS, and JASP to run statistical analyses and draw insights from quantitative data.
- Collaborated with a team to create actionable research insights, contributing to the academic study's published findings.
- Reduced data processing time by 30% by implementing efficient scoring protocols.
- Produced detailed statistical reports used to enhance the study's analysis phase.
- Recognized for strong analytical skills and attention to detail in handling sensitive research data.

### Center for Social Dynamics | Behavior Specialist | 2020 – 2021

- Supported 6–8 clients with tailored behavioral programs, conducting assessments to address developmental and daily living needs.
- Exceeded performance benchmarks, achieving over 90% in supervised sessions for effectiveness and empathetic client interactions.
- Utilized CentralReach software for data collection and analysis, ensuring accurate tracking of client progress against DTT (Discrete Trial Training) goals.
- Improved client progress rates by 20% by customizing activities and routines based on individual needs and learning styles.

## Education

### Michigan State University, MS User Experience | 2024

Major: User Experience | CAPSTONE: [SEE Insight Annotation Tool for Scientific Understanding](#)

### Seattle University, BA Psychology | 2023

Major: Psychology | Minor: Criminal Justice | CAPSTONE: ["Quiet Storms" - The Impact of Demographic Factors on Anxiety During the COVID-19 Pandemic](#)

## References

### Jeff Siarto | Michigan State University

Interim Director, MS UX | [siartoje@msu.edu](mailto:siartoje@msu.edu)

### Fade F. Eadeh | Seattle University

Assistant Professor, Psychology | [feadeh@seattleu.edu](mailto:feadeh@seattleu.edu)

## Skills

- **Research Methodologies:** User Interviews, Surveys, Usability Testing, Behavioral Analysis, Contextual Inquiry, Diary & Longitudinal Studies, Statistical Testing Methods (e.g., Regression Analysis, ANOVA, T-Tests, etc.), Affinity Mapping
- **Technologies & Data Analysis Tools:** SPSS, Excel, JASP, HotJar, JIRA, Qualtrics, Miro, Figma, InVision, Sketch, Adobe Creative Cloud Products (Photoshop, Adobe XD, Illustrator, After Effects, LightBox), Google Suite Products (Excel, Docs, Slides, Forms)
- **UX Techniques:** Agile & Scrum, Personas, Journey Mapping, A/B Testing, Survey Design & Analysis, Card Sorting, Tree Testing, Affinity Diagramming, Heuristic Evaluation, Competitive Benchmarking & Analysis