# SEN LECHLER

*UX Research Generalist*
Based in Santa Cruz, California

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## EDUCATION

**M.S. User Experience (UX)**  |  *Michigan State University  -  East Lansing, MI*  |  2024
*Deliverable*:  *SEE Insight* Annotation Tool for Scientific Understanding

**B.A. Psychology**  |  *Seattle University  -  Seattle, WA*  |  2023
*Deliverable*:  The Impact of Demographic Factors on Anxiety Levels During the COVID-19 Pandemic

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## PROFESSIONAL EXPERIENCE

**Freelance UX Research Generalist**  |  *Various Clients*  |  2023 - Present
- Led end-to-end research for small businesses, academic teams, and early-stage founders, conducting user interviews, moderated/unmoderated usability tests, competitive audits & analyses, and heuristic evaluations to identify product gaps and prioritize urgent usability fixes.
- Designed and executed mixed-methodology research plans (surveys, moderated testing, journey mapping, etc.), utilizing behavioral insights to present actionable recommendations meant to improve product usability and user flows.
- Transformed qualitative and quantitative user data into actionable design, UI, and engineering recommendations, creating detailed user personas, journey maps, and usability reports that directly informed product feature prioritization and improved task completion rates.

**Optical Technician + Quality Control (QC) Inspector**  |  *eyeQ Santa Cruz  -  Santa Cruz, CA*  |  2025
- Conducted patient pre-testing for ~15-25 patients daily using autorefractor, focimeter, tonometer, and Optomap technology.
- Managed ancillary testing for ~2-8 patients weekly, including the use of Optomap technology, fundus photography, visual field assessments, and Optical Coherence Tomographer (OCT) machine.
- Performed final spectacle inspections using a manual lensometer and Shamir Optical quality standards to ensure prescription accuracy, verifying lens type and coating quality, and resolving production defects with the lab prior to patient dispensing.

**Front Desk Coordinator**  |  *Aloft & Element Seattle Redmond  -  Redmond, WA*  |  2023-2024
- Maintained front desk operations utilizing LightSpeed PMS, managing ~75-100 daily guest check-ins and check-outs and resolving billing inquiries or unexpected account discrepancies.
- Collaborated with housekeeping, maintenance, sales, and management teams to ensure high operational standards for room blocks and large guest events.
- Processed in-house and advanced guest requests, and resolved any open issue tickets using Marriott Global Source (MGS) and Marriott GXP, maintaining a property benchmark rate of >80% for timely responses and request resolution.

**Optician**  |  *America's Best Contacts & Eyeglasses West Seattle - Seattle, WA*  |  2022-2023
- Exceeded quarterly sales goals with an average increase of ~15% per quarter, maintaining a sales achievement rate of 90-160% across all product categories, including upsell rates for various lens types, add-on options, and store-exclusive packages.
- Assisted ~50 patients weekly with frame and lens selection, considering prescription requirements, lifestyle, personal preferences, and budget to maximize financial value and patient satisfaction.
- Maintained accurate, HIPAA-compliant patient records, processed billing and vision insurance, and supported the front desk and lab with order preparation and dispensing.

**User Experience (UX) Research Mentee**  |  *Research Bookmark - Remote*  |  2022
- Completed structured mentorship focused on core UX research practices and methodologies, including research planning, participant recruitment, study execution, synthesis, and reporting.
- Conducted moderated user interviews and usability studies, extracted relevant qualitative and quantitative themes from user data, and presented insights grounded in usability heuristics and accessibility considerations.
- Participated in peer critique sessions to strengthen articulation of research rationale, develop testable and ethical hypotheses, and identify cognitive friction points, improving overall analytical and communication ability as a researcher.

**Personality Psychology Lab (SUPP) Intern**  |  *Seattle University - Seattle, WA*  |  2022
- Collected, organized, and analyzed human subject data using statistical measurement tools including SPSS, JASP, and Excel, adhering strictly to IRB and HIPAA data storage protocols.
- Lead large-scale data collection, scoring, coding, and entry with statistical accuracy, mirroring aforementioned clinical research documentation standards.
- Applied psychological frameworks to interpret behavioral and emotional response data in order to contribute to on-going research outcomes studying the impact of positive and negative feedback on the human person.

**Front Desk Coordinator**  |  *Beach Street Inn & Suites - Santa Cruz, CA*  |  2021
- Managed ~25-40 daily guest check-ins and check-outs for a 45-room hotel in a high-traffic tourist area using AutoClerk Cloud PMS, maintaining a property review average of 4.2-4.5 out of 5 stars; personal guest feedback consistently averaged 4.5-5 stars.
- Conducted weekly audits to maintain front desk cleanliness, organization, and functionality, consistently receiving high scores in guest satisfaction surveys for attentiveness and problem-solving.

**Behavior Specialist**  |  *Center for Social Dynamics - Santa Cruz, CA*  |  2019-2020
- Delivered individualized behavioral interventions for a full-time (6 days/wk.) caseload of three child clients with varying daily living, social, and educational goals.
- Tracked daily client progress in CentralReach using measurable data points to monitor goal progression and outcomes, supporting treatment updates by the supervising BCBA.
- Coordinated in-person and remote sessions 5 - 6 days per week, maintaining clear communication with families, supervisors, and, when requested, with teachers or school accommodations teams for the continual management of IEP/academic accommodation planning.

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# SKILLS

*"Core" Skills*
Crisis De-escalation, Nonviolent Crisis Intervention, Conflict Management, Client Support, Help Desk, Complaint Management, Complaint Resolution, Customer Service, Front Desk Operations, Data Entry, Record

Keeping, Secure Data Storage, Scheduling, Appointment Management, Task Management, Handling Sensitive Information, HIPAA, CRM & Practice Management Software, Emergency Response Procedure

*User Experience (UX)*
Usability Testing, User Interviews, Surveys, Survey Design, Personas, Journey Mapping, A/B Testing, Card Sorting, Tree Testing, Accessibility, WCAG Guidelines, Affinity Diagramming, Heuristic Evaluation, Competitive Analysis, Auditing, Audit Reports, Data Analysis, Data Visualization, Agile/Scrum Methodology, Kanban, Sprint Structures, Client Presentations, Contextual Inquiry

*Psychology + Research*
Naturalistic Observation, Behavior Science, Applied Behavior Analysis (ABA), Discrete Trial Training (DTT), Intermittent Reinforcement Schedules, Positive Reinforcement, Data Tracking, Data Scoring, Task Management, Rapid Response Scenario Training, Rapid Assessment, Writing with APA (7th ed.), Human-Subjects Research, Institutional Review Board (IRB) Guidelines, Ethical Research, Statistical Testing Methods (e.g., Regression Analysis, ANOVA, t-test, etc.)

*Optical + Laboratory*
Optical Dispensing, Lens Types (Single Vision, Bifocals, Trifocals, Progressive/PAL, Digital Aspheric, Near-Variable Focus), Lens Coatings (Anti-Reflective, UV, Anti-Glare, Digital Blue Light, Polarization, Photochromatic, Tinting), Contact Lens Fittings, Insertion-and-Removal Instruction, Spectacle Lens Inspection, Frame Repairs, Frame Adjustments, Quality Control, Auto Lensometer, Manual Lensometer, Autorefractor, Focimeter, Tonometer, Visual Field Screener/Perimeter, Fundus Camera, Optomap, Optical Coherence Tomographer (OCT)

*Software*
Figma, Adobe Creative Cloud Suite (Adobe XD, Illustrator, Photoshop, InDesign), Jira, Hotjar, Crystal Practice Management, Microsoft Teams, Specialist Data Solutions (SDS), LightSpeed PMS, AutoClerk PMS, Qualtrics/Qualtrics XM, CentralReach, Google Suite (i.e. Docs, Sheets, Slides), Excel, SPSS, JASP, Microsoft Office Suite, Zendesk, HTML5, CSS3, Basic JavaScript

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## CERTIFICATIONS

Human Subjects Research - IRB Members & Staff   |   *CITI Program*   |   2021 - 2025

A User Experience Approach to Agile & Scrum   |   *Noble Work Foundation*   |   Iss. 2023

Introduction to Ethical Hacking   |   *Codecademy*   |   Iss. 2022

Introduction to Programming Using JavaScript   |   *Codecademy*   |   Iss. 2022

Google UX Design   |   *Google* via *Coursera*   |   Iss. 2022

Registered Behavior Technician - Level I   |   *Behavior Analyst Certification Board (BACB)*   |   2020 - 2021

Non-violent Crisis Intervention   |   *CITI Program*   |   Iss. 2020

Blood Born Pathogens   |   *National OSHA Foundation*   |   2020 - 2022

Basic Life Support CPR   |   *American Academy of CPR and First Aid*   |   2020 - 2022

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## REFERENCES

Available upon request.