

SEN LECHLER

UX Research Generalist

Based in Santa Cruz, California

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SUMMARY

UX Research Generalist & post-graduate with a background in psychology and mixed-methods research. Experienced in leveraging qualitative and quantitative data to inform product iterations and user flow improvements, designing structured research plans, and advocating for data-driven solutions that center user needs while satisfying business goals.

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](#)

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.

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.

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.
- Recorded large volumes of moment-to-moment behavioral data in CentralReach using measurable, operationalized definitions, naturalistic observation, rapid assessment, and pattern identification to monitor goal progression and outcomes, supporting treatment updates by the supervising BCBA.

SKILLS

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.)

Technical Proficiencies

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

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

REFERENCES

Jeff Siarto | Michigan State University
Interim MS UX Director
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Professor of Psychology
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