

ROXANA GALUSCA

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PROFESSIONAL SUMMARY

Experienced mixed-methods researcher, good communicator, and enthusiastic problem solver, ready to undertake challenging research questions.

METHODS

Surveys	Diary Studies
Usability Testing	Cultural Probes
Personas/Scenarios	In-depth Interviews
Heuristic Evaluation	Contextual Inquiry
Accessibility Analysis	Focus Group

WORK HISTORY

Principal UX Researcher / Coupa – Detroit, MI, 11.2020 - Current

- Leading mixed-research projects for Coupa supply chain AI-driven software

Sr. User Researcher and UX Lead / LLamasoft - Ann Arbor, MI, 04.2019 - 11.2020

- Collaborated with Product Management leadership team to identify relevant research questions
- Led mixed-methods research projects to identify user challenges and opportunities
- Synthesized research results and presented to leadership
- Created and instituted UX research processes at team level
- Spearheaded the implementation of Google Analytics across LLamasoft web products

User Researcher / Thomson Reuters - Ann Arbor, MI, 04.2017 - 04.2019

- Led and planned research studies for accounting products
- Used diverse methodologies, such as surveys, usability tests, interviews, and design workshops
- Synthesized research findings and presented results to cross-functional teams

User Experience Specialist / Sassafras - Ann Arbor, MI, 04.2016 - 04.2017

- Managed multiple agile projects in a fast-paced client-facing environment
- Created wireframes for clients
- Created content site maps
- Conducted quality testing for a variety of tablet and mobile products

Visiting Academic Researcher / University of Michigan - Ann Arbor, MI, 09.2014 - 01.2016

- Conducted research on the use of social media in elections in India and Romania
- Designed research methodologies to reach users in underserved communities
- Presented research findings at national and international conferences

Assistant Professor Humanities / University of Chicago - Chicago, IL, 09.2011 - 08.2014

- Conducted qualitative research on gender and mass media
- Presented at national and international conferences in the field
- Published research studies in the field

EDUCATION

University of Michigan - Ann Arbor - Ann Arbor, MI, 04.2014
Master of Science, Human Computer Interaction

University of Michigan - Ann Arbor - Ann Arbor, MI, 08.2011
Ph.D., Media and Cultural Studies

LANGUAGES

Bilingual English and
Romanian
Intermediate Spanish
French, Modern Greek