

# Manola Suvannarad

## UX Researcher

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## SKILLS

Insightful, Resourceful, Inclusive, Courageous

**Research:** DScout, Userzoom, Co-creation, Generative Research, Directed Storytelling, Contextual Inquiry, Cognitive Walkthrough, Think aloud protocol, Surveys, Participant Observation, Ethnography, A/B Testing, Card Sorting, Heuristic Analysis, Coding, Evaluative Research, Usability Testing, Remote Testing, Affinity Diagramming

## EXPERIENCE

### Best Buy/UX Researcher- Contract

SEPTEMBER 2021 - PRESENT, MINNEAPOLIS, MN

- Plan, conduct, and execute primary qualitative and generative research studies with employees and customers, analyzing and synthesizing data to inform strategic recommendations.
- Effectively communicate research findings, proposals, and progress reports to stakeholders through presentations and written reports, ensuring rigor, data analysis, and clear implementation plans.
- Collaborate with designers to apply qualitative and generative research insights to service design, workshops, and foundational research.

### Fathom Consulting/UX Consultant- Subcontractor

APRIL 2021 - SEPTEMBER 2021, MINNEAPOLIS, MN

- Supported global qualitative research with client partners, contributing to research plan, recruiting screener, and discussion guide creation.
- Supported the synthesis of findings from stakeholder interviews and participated in pre, mid, and post-research synthesis sessions and discussions.
- Collaborated in real-time to review and improve drafts of post-research synthesis and final insights decks.

### Freelance User Experience (UX) Researcher

JULY 2020 - APRIL 2021, MINNEAPOLIS, MN

- Conducted research, analysis, and strategy to develop, create, and refine digital tools and apps for clients and stakeholders at local startups and organizations.
- Created design concepts, high fidelity prototypes, and interactive prototypes, evaluated designs, and iteratively refined them.
- Worked with clients such as MN State Horticultural Society, SEAD Project, and Curiosity Studio.

## **Prime Digital Academy / Immersive UX Design and Research Student/Apprentice**

JULY 2020 - DECEMBER 2020, MINNEAPOLIS, MN

- Conducted research, analysis, and strategy to develop and refine digital tools, collaborating with teams and independently. Presented design concepts and findings to stakeholders.
- Developed a multi-touchpoint strategy for an Intergenerational Skill Share concept, creating deliverables such as a step-by-step guide, touchpoint strategy map, and high-fidelity prototypes.
- Redesigned the Northern Gardener resource hub for the MN State Horticultural Society, including a style guide, interactive prototypes, and an implementation plan.

## **Maat Mons LLC / Owner/Designer**

AUGUST 2016 - PRESENT, MINNEAPOLIS, MN

- Design and produce canvas totes and soft goods, applying self-conducted research for product development and refinement.
- Brainstorm and visualize concepts through hand sketches and moodboards, fabricate and construct product samples, and utilize industrial sewing machines and hand tools.
- Launch and market products through e-commerce, social media, on-site markets, and events.

## **Shiatsu Shiatsu / Owner and Shiatsu Therapist**

AUGUST 2008 - OCTOBER 2015, MINNEAPOLIS, MN

- Provided client examinations and treatments for stress management, maintenance, and rehab, including necessary insurance documentation.
- Maintained an independent private practice in South Minneapolis, marketing through online and referral channels and actively participating in local neighborhood initiatives.

## **Urawa YMCA / Lead Instructor of English Programs**

AUGUST 2002 - MAY 2006, SAITAMA, JAPAN

- Developed innovative curriculum and programs for English learners, including individualized programs and outdoor activities.
- Implemented monthly newsletters for parents and organized cultural awareness programs.
- Assisted in fundraising events to promote cultural understanding.

## **Saitama University Junior High School / Assistant Language Teacher and Trainer**

JULY 2000 - JULY 2002, SAITAMA, JAPAN

- Assisted Japanese Teachers of English, providing training and support to student teachers from the Department of Education at Saitama University.
- Served as a panel judge at prefectural speech contests and contributed to the development of junior high school English proficiency tests.
- Proofread and revised tests and speeches for accuracy and quality.

## **Japan Exchange and Teaching (JET) Programme / Assistant Language Teacher**

JULY 1996 - JULY 1999, SAITAMA, JAPAN

- Assisted Japanese Teachers of English in classrooms of up to 40 students at five public junior high schools, promoting international understanding and cross-cultural awareness in Konosu City, Saitama Prefecture.
- Advised English department staff on curriculum development, organized teaching workshops, and coordinated Sister City activities and events through collaboration with multi-departmental teams.

## EDUCATION

**Prime Digital Academy** / User Experience (UX) Design and Research  
MINNEAPOLIS, MN

**Saint Mary's University**/ Coursework in MA in Arts Administration  
MINNEAPOLIS, MN

**University of Minnesota** / BA in American Studies  
MINNEAPOLIS, MN

## AFFILIATIONS

American Craft Council  
UXPA MN