

Samantha Lee

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What Makes Me Different: With a unique blend of UX Research experience, a background in Marketing, and as a former college athlete, I excel at combining creativity with analytics. Whether collaborating in teams or leading independent projects, I deliver strategic insights that drive ethical business decisions and optimal outcomes for users and the company.

PROFESSIONAL EXPERIENCE

User Experience Center at Bentley University, Waltham, MA

September 2023 – August 2024

UX Research Associate

Summary: extensive experience conducting end-to-end client-facing user experience research projects across diverse industries, executed research design and planning, moderation, notetaking, data analysis, report writing and presentations

- Exploratory Research for a SaaS Startup:
 - Through 20+ interviews we helped the startup understand prospective users and identify key user segments, executed market research, delivered a comprehensive report including user profiles, ecosystem analysis, and use cases to drive product positioning and design decisions
- Formative Usability Testing for a Fortune 500 Retail Company eCommerce Website:
 - Conducted 12 usability sessions to evaluate the online shopping experience vs in-store perceptions, produced a detailed report showcasing usability issues and pain points, first impressions, voiced emotions when comparing the client vs competitor websites, and strategic recommendations
- Formative Usability Testing of a Nationwide Assessment that Measures Academic Progress:
 - Through 30 90-minute usability sessions with children aged 11 – 18, we evaluated the hardware and software tools used for the assessment in order to provide qualitative and quantitative data on participant interactions with a clear narrative highlighting the current status and actionable insights at a macro and micro level

BXP (Formerly known as Boston Properties), Boston, MA

June 2022 – July 2023

Marketing Intern (*Summer of 2022, Spring and Summer of 2023*)

Supported Marketing Managers for both The Hub on Causeway and for the Suburban Portfolio/Urban Edge

- Redesigned elements of the BXP Perks website showcasing amenities and events in the Suburban portfolio
- Created branded PowerPoint presentations and presented marketing updates in two Quarterly Suburban-Portfolio wide events, demonstrating excellent communication skills, created Instagram Reels reaching 7x the follower count in views

NSF REU – Haptic Perception, Bentley University, Waltham, MA

February 2023 – May 2023

Undergraduate Research Assistant

- Conducted extensive research for the NSF-awarded tactile perception research project exploring edge perception and vibrations with stimuli controlled by hardware
- Studied experimental design and moderated participant sessions in The Haptosphere Lab

EDUCATION

Bentley University McCallum Graduate School of Business, Waltham, MA

Master of Science in Human Factors in Information Design

GPA: **3.67** December 2024

Selected coursework: Managing the Experience Design Process, Testing and Assessment Programs, Field Methods in HCI, Measuring the User Experience, Ethnography for Design, Immersive and Conversational Interface Design, Multimodal Experience Design, Employee Experience, Leading Effective Work Teams, Foundations in Human Factors

Bentley University

Bachelor of Science, Marketing, Information Design and Corporate Communication, Philosophy

GPA: **3.61** May 2023

DEMONSTRATED LEADERSHIP

Executive Board Member, NCAA Student Athlete Advisory Committee

September 2020 – May 2023

- Represented the Bentley Women's Lacrosse team, voted on NCAA legislation, served on Racial Justice committee and Mental Health committee, held the first Bentley DANA Awards which raised funds for Make-A-Wish Foundation

TECHNICAL SKILLS

- Dovetail, Miro, 1Beyond, Zoom, Optimal Workshop (for Card Sorting and Tree Testing), Figma, Qualtrics, Adobe Photoshop, Squarespace, Wix, Process Model, Microsoft Office Applications, Canva, Google Suite, HubSpot Academy Inbound Marketing Certification (May 6, 2023), JASP, R Studio, SPSS