Gina Gelardi

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User Experience (UX) Researcher

Currently a user experience (UX) researcher at Huntington National Bank, with over five years of experience in UX Research (UXR) and a strong foundation in visual design. I'm passionate about people and creating solutions that are inclusive, purposeful and easy to use.

Location

Livingston County, Michigan

Skills

Research

Benchmarking
Card Sort
Contextual Inquiry
Diary Study
Heuristic Analysis
Survey Design
Usability Testing

Tools

Adobe Creative Suite
dScout
Figma
Qualtrics
UserTesting
UserZoom

Education

University of Michigan,
M.S. in Information
UX/HCI Concentration
Ann Arbor, MI | April 2021
GPA: 4.00/4.00

Eastern Michigan,
B.S. in Communication
Minor in Art
Ypsilanti, MI | December 2017
GPA: 3.97/4.00

Experience

Huntington National Bank, UX Consultant

Detroit, MI (Hybrid) | October 2023 - Present

- Lead comprehensive qualitative research for a commercial banking loan and document processing platform.
- Create detailed reports with actionable insights and recommendations, delivering presentations to multidisciplinary teams and stakeholders across varying organizational levels.
- Facilitate workshops, pitch research opportunities, and influence product and design strategies.
- Champion the voice of the customer, driving design and product decisions through compelling narratives and data-driven insights.

J.P. Morgan Chase & Co., Sr. Experience Researcher

Columbus, OH (Remote) | November 2021 - October 2023

- Led user behavior research for Save and Assets products within Financial Tools, integrating qualitative and quantitative methods.
- Developed comprehensive reports with key insights, presenting findings to stakeholders and influencing product roadmaps.
- Facilitated workshops and design sprints, pitching research opportunities, and influencing product and design strategies.
- Co-created and standardized inclusive screeners, significantly impacting research practices and vendor screening processes through mandatory workshops attended by over 200 UX researchers.

University of Michigan, UX Researcher

Ann Arbor, MI (Remote) | January 2021 - November 2021

- Co-led the implementation of surveys, diary studies, and post-study interviews for communication tools in care networks.
- Managed data cleaning, analysis, and reporting, presenting project updates to the project manager and associate researchers.

University of Michigan, UX Research & Design Consultant

Ann Arbor, MI (Remote) | May 2020 - September 2020

- Developed UX design recommendations and wireframes for the City of Ann Arbor, Michigan Township Association, and Charles H. Wright Museum of African American History.
- Utilized various design methods to drive innovation and enhance user experiences for diverse stakeholders.