

Gina Gelardi

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ginagelardi.com

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User Experience (UX) Researcher

UX researcher with 5+ years of experience turning user insight into product clarity. I help teams see what matters by uncovering patterns, surfacing pain points, and translating complexity into design direction. With a background in visual design, I bring both analytical depth and creative thinking to my work. Curious, collaborative, and grounded in the belief that great products start with real people.

Location

Pinckney, Michigan

Skills

Research

Generative & Evaluative
Mixed-Methods
Jobs To Done
Surveys
Card Sorting
Journey Mapping
Usability Testing
Workshop Facilitation
Heuristic Reviews
Research Synthesis

Tools

Adobe Creative Suite
Mural
Excel
Confluence
dScout
Figma
Qualtrics
UserTesting
UserZoom

Education

University of Michigan,

M.S. in Information
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 Researcher

Detroit, MI (Hybrid) | October 2023 - Present

- Led UX research for a new commercial lending platform, shaping a customer-facing SaaS onboarding experience and custom Salesforce features that reduced internal processing time and supported early-stage adoption.
- Produced strategic research reports with actionable insights that directly influenced product roadmaps and design decisions across teams.
- Facilitated cross-functional workshops and presented research findings to stakeholders at multiple organizational levels.
- Advocated for the customer voice through data-driven narratives that guided product priorities and fostered alignment across product, design, and engineering.

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

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

- Defined research strategy for personal finance tools, guiding product direction for savings, investments, and emergency funds.
- Led UX research on digital savings experiences adopted by 1.5M+ users and scaled across JPMorgan's 58M mobile customers.
- Translated user data into clear narratives that shaped strategic roadmaps and improved decision-making.
- Led design sprints and collaborative workshops, identifying high-impact research opportunities.
- Co-created inclusive screening practices and delivered organization-wide training to over 200 UX researchers, advancing equitable research standards.

University of Michigan, UX Researcher

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

- Co-led mixed-methods research (surveys, diary studies, interviews) to evaluate communication tools in healthcare networks.
- Handled data cleaning, analysis, and reporting, regularly updating senior researchers and project leads.

University of Michigan, UX Research & Design Consultant

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

- Led mixed-methods UX research and design initiatives for civic and cultural organizations including the City of Ann Arbor, the Michigan Township Association, and the Charles H. Wright Museum.
- Delivered inclusive, accessible solutions that shaped a \$122K City of Ann Arbor website refresh (launched summer 2023) and supported the Michigan Township Association's shift to remote public meetings during COVID-19.