

CODY ROSASCO, PhD

Senior UX Researcher

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Professional Summary

- 15 years of experience in **both qualitative and quantitative methods and data analysis**
- 7 years of experience **working with other disciplines** to build a better product/experience (hardware and software)
- 7 years of experience designing and executing **independent 0-1 product research** (tactical and strategic) and **reporting out to stakeholders throughout organizations**
- 5 years of experience **building and leading a team of remote researchers** with varied experiences and backgrounds
- 4 years of experience researching usage, trust, and improving engagement with AI
- Used data-driven designs to align product direction with user behavior for **millions of users** for Google, Meta, Microsoft, Amazon, Verizon, and Paypal

Work Experience

Staff User Experience Researcher

June 2025 - current

B2B2C | IDEXX | Healthcare | Veterinary Software | Individual Contributor | Remote

- Drove end user growth through **mixed-method research and in-app experimentation** for enterprises and consumers.
- Enhanced user engagement and satisfaction by analyzing motivations and drivers **leading to significant improvements in north star metrics**.
- Spearheaded collaborative meetings and projects across marketing, sales, product, design, and data analytics teams **to deliver high-impact, valuable research insights with broad organizational influence**.

UX Researcher

Feb 2025 - May 2025

B2B | Google (Via Magnit) | Google Cloud | Enterprise | Individual Contributor | New York, NY

- **Contributed to strategic 5 year plan** of Google Sheets AI features with quantitative, foundational research
- **Added hundreds of thousands of points of engagement for AI features week over week (+10%)** with quick-turn tactical quantitative and qualitative unmoderated insights
- Absorbed enterprise product knowledge from high-tenured team to make impact quickly while filling in for temporary leave, **delivering insights in my second week of work leading to +50,000 users engaging with a new feature**
- Self managed schedule and priority of projects independently

Senior Manager, UX Research

Apr 2021 - Oct 2024

UserTesting | B2B | B2C | Worked with Google, Meta, Verizon, Microsoft | Management | Remote

- **Avoided billions of dollars in tech debt** by designing tactical and foundational research for consumer and enterprise product teams
- **Helped Meta to prioritize millions of dollars in development resources for 3 years** leading to top of class messaging app engagement by creating behavior-focused quantitative benchmarking programs

- Created largest research program in company history embedded with Verizon delivering \$2.5mm+ in research per year
- **Improved the user experiences for millions of people** by creating and maintaining an external rapid-research program able to deliver new, tactical insights, weekly.
- Spearheaded development of project management system and research templates and contributed to procurement and implementation of tools like Qualtrics, Miro, and AI.
- Hired **10+ junior researchers and mentored into senior internal and external roles**
- Advised on usage of quantitative and qualitative methods by researchers to solve complicated problems
- Designed and delivered impactful research across social media, cloud infrastructure, telecommunications, healthcare, and cybersecurity enterprise and consumer products

Manager, UX Research

Oct 2019 - Apr 2021

Userzoom | B2B | B2C | Professional services UX Research | Startup | Management | Remote

- **Achieved +30% increase in research revenue (goal of 15%)** by demonstrating the impact of improving the user experience through research to leadership
- **Scaled research team from 3-12 over 1 year's time while increasing gross margin by +20%** by creating strategic partnerships with recruitment vendors and using strong network of research professionals
- **Oversaw 10,000+ hours of research execution per year** leading to improved experience for billions of users of Fortune 100 products
- Increased visibility of UX Research internally by creating and maintaining a recurring monthly meeting showcasing impactful research attended by 70% of the company
- Created an extensive cross-functional network across sales, customer success, product, legal, operations, and leadership

Core Skills

Quantitative Methods (High experience: Qualtrics, SPSS, Excel. Some experience: SQL, R), Qualitative Methods (High experience: UserTesting, Userzoom. Some experience: Maze, dscout), Research Design, Usability Testing, Vendor Relationship Development and Supervision, Sales, Cross-functional Network Management, Product Research, Information Architecture, Remote Testing, Design Validation, Design Thinking, Team Leadership and Mentorship, Supplemental use of AI for Research, Product Development (0 to 1), International Research, Participant Recruitment

Education

Washington State University

Doctor of Philosophy Experimental Psychology

Washington State University

Master of Science Experimental Psychology

California State University

Bachelor of Science Psychology

Leadership Essentials Certificate

Cornell University

Publications

Prompting technologies: A comparison of time-based and context-aware transition-based Prompting

Technology and Health Care
2015

Automated Detection of Activity Transitions for Prompting

Institute of Electrical and Electronics Engineers (IEEE)
2015