

Nadia Anees

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Work Experience

Aug 2023 — July 2024

Mountain View, CA

Design Researcher | Intuit Inc.

- Led 4 research projects for the Small Business & Self-Employed Group (SBSEG), resulting in compelling insights and direct roadmap impact for the QuickBooks Money team.
- Conducted 40+ in-depth customer interviews end to end, presenting insights and provocations that directly influenced usability and design enhancements as well as market positioning strategies in collaboration with our data and marketing teams.
- Facilitated over 15 research-led workshops, including affinity mapping and synthesis brainstorms with design, marketing and PM.
- Proactively shared brief qualitative and quantitative learnings across department Slack channels to immerse XFN partners (i.e. engineering) not regularly involved in the research process with product insights.

June — Sept 2022

June — Sept 2021

Design Research Intern | Intuit Inc.

- 2x intern with the SBSEG Design Research team applying evaluative research methods to understand and articulate customers' top needs.
- Responsible for creating and communicating 2 engaging studies to present to cross-functional teams and senior leadership, leveraging visuals, video reels, frameworks and direct VOC.

Dec 2021 — April 2023

UX Designer | UC Davis Finance, Operations and Administration

- Led the UC Davis Division of Finances, Operations & Administration's creative team with creating, editing and designing digital communications content.
 - Delivered and high quality assets for 8+ campus-wide campaigns & projects over the course of 15 months.
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Education

2019 — 2023

University of California, Davis

Bachelor of Arts in Design, Minor in Psychology (GPA: 3.8)

Skills

Figma/FigJam

Reduct

Jira

Dscout

UserTesting

Great Question