

CHELSEY ALBERTSON

SENIOR UX RESEARCHER

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PROFESSIONAL SUMMARY

UX Researcher with 15+ years of combined experience leading mixed-methods research, content strategy, and design across higher education, startup, and small-business environments. Proven track record designing and executing end-to-end research programs — usability testing, surveys, card sorting, tree testing, and competitive audits — that translate directly into product, content, and information architecture decisions. Skilled at partnering with agile, cross-functional teams (product, design, engineering, and content) to align research insights with business strategy. Bilingual communicator (English/Spanish) known for distilling complex findings into clear, actionable recommendations for stakeholders and leadership.

CORE COMPETENCIES

Research Methods: Usability Testing, User Interviews, Surveys, Card Sorting, Tree Testing, Competitive & Content Audits, Research Synthesis & Reporting

Strategy & Collaboration: Research Strategy, Agile/Scrum Methodology, Stakeholder Communication, Cross-Functional Team Leadership, Project Management

Content & Accessibility: UX Writing, Content Strategy, Information Architecture, Digital Accessibility Best Practices

Languages: Bilingual — English & Spanish

TOOLS & PLATFORMS

Figma, Optimal Workshop, Sketch, InDesign, Canva, Miro, Mural, Adalo, Qualtrics, Tableau, Google Analytics 4, Jira, Confluence, CMS platforms

PROFESSIONAL EXPERIENCE

Senior UX Content Designer & Researcher | University of Colorado – Boulder 2023 – Present

- Lead end-to-end UX research for the student portal and university-wide digital properties, partnering with agile cross-functional teams of engineers, designers, and content strategists.
- Plan and execute mixed-methods research programs — including usability studies, surveys, card sorting, and tree testing — to guide information architecture and content decisions.
- Own content strategy and voice for student-facing digital tools, writing and managing copy used across the student portal and university sites.
- Create, refine, and present research-informed designs and prototypes in Figma to cross-functional stakeholders and leadership.
- Translate research findings into clear, actionable recommendations that inform product and content prioritization.

UX Designer & Content Designer (Independent Practice) | Freelance 2010 – Present

- Provide independent UX design, research, and content strategy consulting to small businesses across industries.
- Audit existing websites and digital content, identifying usability and accessibility gaps and delivering prioritized recommendations.
- Write user-centered copy that educates, informs, and guides audiences through key tasks and decisions.
- Implement digital accessibility best practices to improve usability for all users.
- Gather and synthesize user feedback through interviews and surveys to define client requirements and success metrics.
- Sustained a long-running independent practice alongside full-time UX roles, reflecting versatility across research, design, and content disciplines.

UX Researcher & Designer | Jumpsuit

2022 – 2024

- Conducted usability studies for getspruce.com, identifying user friction points and delivering research-backed recommendations.
- Led an e-commerce website redesign in Figma for robertallenhg.com, translating research insights into wireframes, prototypes, and high-fidelity UI.
- Performed competitive audit research for behavr.com to benchmark UX patterns and inform product strategy.
- Partnered with product, design, and engineering stakeholders across multiple client engagements to align research findings with business goals.
- Presented research findings and design recommendations directly to client stakeholders.

UX Researcher & Designer | Muud

2022 – 2023

- Designed and iterated on all core sections of a pre-launch mobile application, shaping the end-to-end user experience from concept through prototype.
- Built and rapidly iterated the application in the no-code platform Adalo to support fast testing cycles ahead of development.
- Planned and conducted usability testing interviews with target users, synthesizing findings into design and product recommendations.
- Collaborated closely with startup leadership to align UX decisions with product strategy under tight timelines.

UX Researcher & Designer | FleetOps

2021 – 2022

- Led UX research initiatives — including interviews, surveys, and insight synthesis — to guide product design decisions.
- Owned the complete application design lifecycle from concept through final UI.
- Designed the company website in Figma, aligning visual design with brand and usability standards.
- Served as the primary UX resource for the organization, balancing research, design, and stakeholder communication.

EDUCATION

Master of Arts, Communications — Purdue University, 2021**Master of Education, TESOL** — Grand Canyon University, 2011**Bachelor of Arts, Spanish** — Ball State University, 2008**CERTIFICATIONS**

UX Design Certificate — Google (Coursera), 2021

AI Professional Certificate — Google (Coursera), 2026