Deirdre Hirschtritt

Proven UX research leader with end-to-end research expertise for B2C, B2B, and governments in both individual contributor and management roles. Strong focus on designing and delivering research that informs meaningful product decisions, involving colleagues all along the way.

EXPERIENCE

Code for America *San Francisco, April 2019 – Present*

Qualitative UX Research Manager (Jan 2022 – Present)
Senior Qualitative UX Researcher (Jan – Dec 2021)
Qualitative UX Researcher (April 2019 – Dec 2020)

Led fast-paced discovery research in the District of Columbia to identify pain points in accessing public benefits. Designed product and service design interventions for back-end staff to get people the help they need.

- Organized two back-to-back trips to conduct interactive research, including contextual inquiry and sessions where we solicited feedback on design probes from caseworkers and end users.

- Facilitated synthesis sessions with our interdisciplinary team to identify high impact, low effort interventions to start learning as quickly as possible. These "Quick Wins" led us to identify larger scale opportunities that will help the most people get food on the table.

Planned and conducted multi-stage generative research with Department of Human Services agency leadership, caseworkers, and end users to build a first-of-its-kind public benefits application for the State of Minnesota that has distributed over $100 million in benefits to date.

- Led contextual inquiry research with users in their homes to ensure product fit, leading to substantive design changes. Led iterative evaluative research throughout the build phase to improve usability.

- Coordinated with data scientists to build, deploy, and analyze a quantitative survey to understand caseworker attitudes, shaping the team's change management strategy.

- Included design and product colleagues in the research process to enhance buy-in of findings and build research skillset among colleagues.

Worked with an interdisciplinary team to deploy text message campaigns to more than 108,000 public benefits clients in Louisiana. As a result, thousands of more Louisianians took necessary action to retain benefits that they would have otherwise lost.

Manage 5 qualitative researchers, helping direct reports increase their skills, velocity, and confidence in contributing research to measurable team

GET IN TOUCH

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LinkedIn

Medium

EDUCATION

University of Michigan
Master of Science in Information
April 2017
Human-Computer Interaction

University of Wisconsin, Madison
Bachelor of Arts
May 2012
History + Gender and Women's Studies

SELECTED TALKS & WORKSHOPS

"How to Conduct Qualitative Research Synthesis + Storytelling"
September 2021

2-day workshop for the Center on Budget and Policy Priorities' Elevating the Medicaid Enrollment Experience series

"Exploring Design Distortions in Government"
June 2020

Panel at the San Francisco Design Week

outcomes; meet with direct reports weekly to identify learning goals and help achieve them.

Autodesk *San Francisco, June 2018 – March 2019*

UX Researcher (Contract)

Embedded as a contract UX researcher on the AutoCAD web app team, I conducted both generative and evaluative research to influence product development and market fit of a new product.

- Conducted in-depth interviews, contextual inquiry visits, and a two-week long diary study to inform product-market fit, informing the marketing strategy that the team used to differentiate the product from competitors.

- Ran weekly moderated usability testing to evaluate product features at various stages of fidelity to support continuous product development.

EchoUser *San Francisco, August 2017 – March 2019*

UX Researcher

Championed user research to drive product development for clients across consumer and enterprise tech, healthcare, and government organizations, including Fortune 50 companies

- Led development and implementation of pioneering research method with multi-billion dollar company to measure users' perceptions of brand, resulting in deliverable presentation at all hands meeting by director of UX.

- Created and led a Design Justice Reading Circle to facilitate conversation about equitable design, and evangelize best practices in Universal Design, accessibility, and inclusion.

University of Michigan Library *Ann Arbor, August 2015 – May 2017*

University Library Associate

Offered library reference services, taught information literacy classes, and developed a toolkit for accessible instruction that's maintained to this day.

Non-Profit Work *Detroit, July 2013 – July 2015*

Worked at the Jewish Community Center of Metro Detroit, Wayne State University, and Friendship Circle supporting the local Detroit community.

Teach for America *Detroit, August 2012 – June 2013*

Full Time 4th Grade Teacher, Detroit Edison Public School Academy

Selected from approximately 50,000 applicants nationwide to join the national teacher corps of recent college graduates and professionals who commit to teach in urban and rural communities across the country.

"Case Studies in Web Accessibility"
March 2017

QuasiCon conference, University of Michigan

Read more about my facilitation experience on my website.