

# Tasnia Hussain

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**LinkedIn:** linkedin.com/in/tasniaphussain | **Portfolio:** tasniahussain.com (password: tph2026)

## Work Experience

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### User Researcher

Mindbody, Inc.

August 2022-Present

Brooklyn, New York

- Led 40+ generative and evaluative research studies for B2B core software, impacting 50,000 fitness studios, salons, spas, and wellness facilities worldwide. Product areas include B2B navigation, AI/ML features, client management, and reporting, which have seen CSAT score improvements of up to 10%
- Collaborated with the Finance team on competitive intelligence and market research projects to identify root causes of customer churn and to explore new vertical markets. The findings directly influenced Mindbody's 2025 company OKRs and product strategy
- Analyzed and distributed results of quarterly SUS, NPS, and CSAT surveys for all major products to executive leadership
- Awarded 2023 Mindbody Core Value Award in recognition for research done on the new B2B navigation

### UX Researcher

Kaplan, Inc.

January 2022-August 2022

Brooklyn, New York

- Lead 10+ generative research projects for B2B product lines, impacting design solutions for over 2000 corporate clients and 1000 universities worldwide
- Planned and participated in 5+ moderated and unmoderated usability studies for B2B and B2C projects
- Created foundational research materials, such as personas and journey maps, for two major B2B product lines
- Planned and facilitated 5+ collaborative design workshops to align key stakeholders across UX, product, engineering, content, and client success verticals
- Developed research operations strategies used across the entire UX team, including a new recruitment methodology and research tagging taxonomy

### UX Research Assistant

August 2021-December 2021

### UX Copywriter Intern

February 2021-July 2021

Understood.org

New York, New York

- Conducted 20+ user interviews and usability tests for research studies on Understood's flagship mobile app, Wunder
- Coded and analyzed 30+ user interviews to develop actionable insights that were incorporated into the product roadmap
- Developed and implemented the copy strategy for the Wunder app, streamlining communication between product and engineering teams and reducing product development life cycle

## Extracurricular Experience

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### Interaction Design Teaching Assistant

Stony Brook University

January 2020-May 2020

Stony Brook, New York

## Education

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**M.S.,** User-Centered Design

Brandeis University

Graduated: February 2022

**B.S.,** Technological Systems Management; Minor in Information Systems

Stony Brook University

Graduated: May 2020

## Skills and Tools

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- Research methods: User interviewing, usability testing, A/B testing, competitive analyses, benchmarking, survey analysis, heuristic evaluations, design workshop facilitation
- Research tools: Pendo, Figma, Jira, Qualtrics, SurveyMonkey, Alchemer, UserZoom, Userlytics, Useberry, Dovetail, Lookback, User Interviews, Mural, Miro