GRACE STOECKLE

EXPERIENCE RESEARCH, STRATEGY, ARCHITECTURE, DESIGN, LEADERSHIP

gracestoeckle.com
grace.stoeckle@gmail.com
610-639-4909

Collaborative, creative user research solutions

Creating human-centered experiences within highly trusting and collaborative teams. Extensive background in design thinking, UX and CX, research, product strategy, content, and information architecture. I uncover product objectives and business requirements; plan, execute and interpret user research and usability testing; guide and mentor others into conducting research. I seek opportunities to work with thoughtful, innovative teams who rely on empathy for their users to create the best possible outcomes.

Research & UX

Recruiting, user interviews, prototype testing, alpha & beta studies (open and closed), cohort studies, usability studies, generative, evaluative, summative, analysis & coding, user personas, behavior profiles, surveys, group studies, card sorting, remote & on-site testing methods, discovery workshops, co-designing, analytics, research ops, user flows, user stories, scenarios, UX content strategy, content audits, sitemaps, touchpoint mapping, journey mapping, interaction design, mobile UX.

Product Vision

Customer research, storytelling, prototype testing, lean experiments, defining key performance indicators, conversion strategy, documenting feature rollouts.

Professional History

MARCH 2022 - APRIL 2023
Senior UX Researcher

FREEWILL in New York, New York (remote)

Led the research efforts at a startup focused on providing free estate-planning and end-of-life legal documents, while raising $1T for nonprofits.

- Built the UX research roadmap that informed the product roadmap for five product teams
- Established processes, tools, and operational practices to shape research across the org
- Established and grew cross-departmental connections around user research
- Scaled a research practice across the R&D team
- Built a continuous discovery practice across every product pod
- Communicated research findings to leadership and stakeholders
- Established communication channels for research outcomes
- Planned and conducted UX research initiatives that spanned from discovery to evaluation

DECEMBER 2020 - MARCH 2022
User Experience Manager

DONORPERFECT (SofterWare, Inc.) in Philadelphia, Pennsylvania

Leading the user experience team at the nonprofit world's most popular, established, and successful fundraising CRMs.

- Providing my team with the tools, professional development, time, and space to achieve their goals and produce the best possible UX work they are able to produce
- Partnering with product management and development teams to embrace and practice user-focused approaches
- Implementing design thinking and discovery processes across multiple agile product teams
- Introduced true ResearchOps and mature research practices; generated a research repository from the ground up, established analysis and coding standards
- Launching a prototype program that reduced risk, increased customer focus, and helped the teams right-size feature work
- Growing data maturity by instrumenting new releases, adding session replay data to our products, and expanding the primary and secondary data sources we use to make informed decisions
- Sitting on the Development department management team, contributing to department vision and strategy
- In general, championing UX, metrics, and design thinking every day

JANUARY 2019 - DECEMBER 2020
User Experience Researcher & Strategist

FOUR KITCHENS in Austin, Texas & Philadelphia, Pennsylvania

A strategy team of one for client engagements with generative & evaluative research, discovery & needs assessments, roadmapping, content strategy, and UX strategy. Planned and designed mobile apps, websites, web apps, as well as roadmaps and service design plans. Four Kitchens worked with mission-driven nonprofits in higher ed, healthcare, and media.

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Professional History

JANUARY 2018 - SEPTEMBER 2018
User Experience Manager - Consultant

WAWA in Wawa, Pennsylvania

Managed the user experience of existing and upcoming Wawa digital properties, including the Wawa iOS and Android mobile app, Wawa.com, and WawaRewards.com.

MARCH 2015 - OCTOBER 2017
User Experience Designer - Mobile UX Lead

AWEBER in Chalfont, Pennsylvania

Led the user experience for AWeber's Mobile Products Team for over two years. AWeber offers three mobile apps (on both Android & iOS) to our 100k international customers. Then moved to be lead UX on the Conversions team. Leveraged design thinking and lean practices in a scrum agile environment.

OCTOBER 2006 - FEBRUARY 2015
User Experience Strategist & Information Architect

WILLIAMS RANDALL in Indianapolis, Indiana

Led the strategy for interactive and digital projects, from conducting initial business analysis to executing user research to overseeing the product's strategy through launch.

Education

Bachelor of Arts, English

PENNSYLVANIA STATE UNIVERSITY at State College, Pennsylvania
University Schreyer Honors College
Graduated with High Distinction

Certified Scrum Product Owner

SCRUM ALLIANCE at Minneapolis, Minnesota

Entrepreneurship for Women

MONTGOMERY COUNTY COMMUNITY COLLEGE at Blue Bell, Pennsylvania

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Publishing & Speaking

On MEDIUM.COM: @GraceStoeckle

ARTICLES INCLUDE:

- The benefits of working like an amateur
- Why (and how) I used Slack as a feedback channel for user experience research
- The user research behind AWeber's new mobile app: How we all became product owners
- Website metadata explained for marketers: How to make your content shareable
- How our customers inspired and shaped AWeber's new mobile app

On YOUTUBE:

- A short documentary called "AWeber Curate: Behind the App," https://youtu.be/ZtaAoMh5_S4

On BUSINESSWIRE.COM

ARTICLES INCLUDE:

- AWeber Announces New App "Curate": https://www.businesswire.com/news/home/20160413005513/en/AWeber-Announces-New-App-Curate

SPEAKING ENGAGEMENTS

SEPTEMBER 2019

ONLINE NEWS ASSOCIATION (ONA) 2019 in New Orleans, LA

Personalizing News to Increase Audience Engagement, https://ona19.journalists.org/sessions/24505538/

NOVEMBER 2017

I AM THAT GIRL: WOMEN'S SYMPOSIUM 2017 in Souderton, PA

SAHS Young Women Rising at Souderton High School https://youngwomenrising2017.wixsite.com/i-am-that-girl

MAY 2017

GREATER PHILLY SMALL BUSINESS MARKETERS in Buck County, PA

What Your Target Persona Is Missing, http://bit.ly/2q39KvU

MARCH 2017

PRODUCT TANK PHILLY in Philadelphia, PA

Effective Beta Programs, http://bit.ly/2yC8Ppu

APRIL 2016

UXD Graduate Level Course at Philadelphia University (PhilaU)

UX Research: A Mobile Case Study (Guest Lecturer)