



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

DECEMBER 2020 - CURRENT

User Experience Manager

DONORPERFECT (SofterWare) 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 (EnjoyHQ), established analysis and coding standards
- Launching a prototype program that has reduced risk, increased customer focus, and helped the teams right-size feature work
- Growing our 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

Led client engagements with generative & evaluative research, discovery & needs assessments, roadmapping, content strategy, and UX strategy.

- Intensive generative research for The California State University Chancellor's Office to determine the digital vision & roadmap for student community engagement and service learning initiatives
- Researching, architecting, and designing a mobile app for 10,000 clinicians who actively treat patients with dementia (NYU School of Nursing)
- Comprehensive cross-departmental stakeholder research for Yale University (Yale Schwarzman Center)
- Planning and moderating interactive Discovery Workshops for all clients, wherein we uncover business goals, audience profiles, content strategy, technology requirements, stakeholders' visions, feature roadmaps, and information architecture needs
- Heuristic evaluations and professional UX Audits
- Pulling from my experience in user research and user experience design, I was a strategy team of one for clients, making strategic decisions about discovery steps, research methodologies, and generative steps to plan and design mobile apps, websites, web apps, as well as roadmaps and service design plans



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JANUARY 2018 - SEPTEMBER 2018

User Experience Manager

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)