



Hi, I am

Laura Dahl, PhD

Professional UX Researcher and Designer



About Me

- ▶ I enjoy user research and design because I get to understand the people who use our products. I enjoy the process of communicating users' needs and solving problems through designs.
- ▶ I specialize in understanding and receiving feedback from diverse groups, and I enjoy solving user problems that involve designing for complexity.
- ▶ My skills include
 - ▶ Effective collaboration in teams
 - ▶ Mentoring junior researchers and designers
 - ▶ Qualitative and quantitative research methods
 - ▶ Designing on whiteboards and apps like Figma and Adobe XD
 - ▶ Iterating with feedback and business requirements to achieve a better result



My Skills



People Skills

- Highly skilled in being able to bring groups of people together and get them to talk and work as a team
- Effective communication skills with all members of a digital product development team, including product managers, designers, and developers

User Research & Empathy

- Ability to effectively talk with and understand the needs of users and functions of programs, products, and processes
- Qualitative and quantitative research skills for user experience of digital and physical products, programs, and social science projects

Designs and Deliverables

- Writing reports, journey maps, user stories and other deliverables for client needs
- Creation of wireframes, functional flow maps, and other digital files using a variety of Adobe, Figma and other software products

My Key Design Projects

Utah Data Research Center website

► This recently created website needed initial user feedback, and user research found problems with findability and marketing.

► New designs were proposed and approved by Dept. of Workforce Services administration leaders.

The screenshot shows the Utah Data Research Center website. At the top, there is a navigation bar with 'Services' and 'Agencies' tabs, and a search bar labeled 'Search Utah.gov'. Below this is a secondary navigation bar with 'Utah Data Research Center' logo and links for 'About Us', 'Published Research', 'News & Updates', and 'Research Methods & Data'. The main content area features a large graphic of a mountain peak composed of dots and lines, with the text 'Utah Data Research Center' and 'Utah's source for reliable and trustworthy findings of employment, education, and health.' to its right. Below this is a 'Learn More' link. The bottom section contains three columns of featured content: 'Latest News & Updates' with a link to 'Peer Review at UDRC: How does it compare to academic peer review?', 'Latest Published Research' with a link to 'Impacts of Intergenerational Poverty on Workforce Metrics 2020', and 'Request Data for your Research' with a description of the data request process.

Services Agencies Search Utah.gov

Utah Data Research Center About Us Published Research News & Updates Research Methods & Data

Utah Data Research Center
State of Utah's Longitudinal Data System

- Utah's source for reliable and trustworthy research findings of employment, education, and health.
- Research findings are summarized and made into visualizations for easier consumption.
- UDRC is the source of Utah data for employment, education, and health.

Learn More

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Latest News & Updates
[Peer Review at UDRC: How does it compare to academic peer review?](#)
In this week's blog post, UDRC manager, Kelsey

Latest Published Research
[Impacts of Intergenerational Poverty on Workforce Metrics 2020](#)
This publication reports on intergenerational

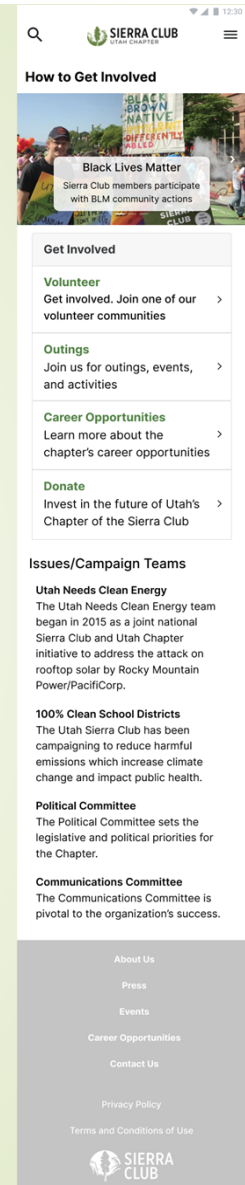
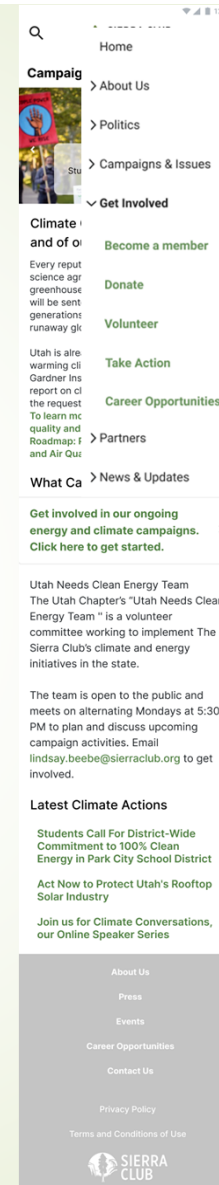
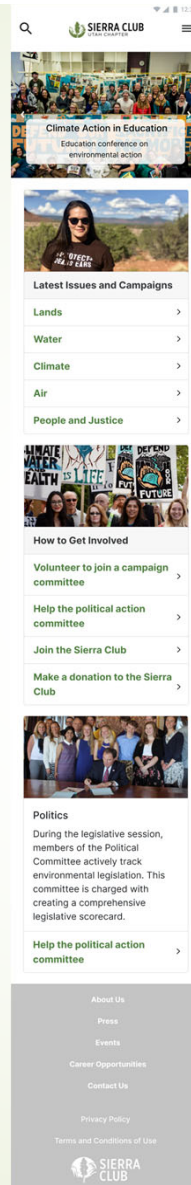
Request Data for your Research
Through an online application process, the Utah Data Research Center is able to provide cross-agency data to external researchers from Utah state partners.

My Key Design Projects

Sierra Club, Utah Chapter website on mobile

► User testing with a small team of designers found that the current website hides the primary actions, including communicating current issues, how people can volunteer, and how to donate to the cause.

► Me and my team developed new designs on Figma and shared them with the communications team.



My Key Design Projects

Komoot cycling app

- User tests found that people have trouble planning a bicycle ride and sending it to their bike computer.
- New designs were created in Adobe XD that were found to improve the experience of users.

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Get in Touch



I would love to share my work with you and answer any questions you may have.



Here are the best ways to reach me:

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Cell phone: 801.712.0135



My website: lauradahl.org



My LinkedIn: www.linkedin.com/lauradahl