

# Terri G. Ducay, MFA

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## PROFESSIONAL SUMMARY

In pursuit of a Senior UX Researcher position, my goal is to apply my extensive design and global experience. The primary objective is to represent the needs of the customer through gathering and synthesizing insights to develop solutions and innovative strategies. I possess proficiency in utilizing a diverse array of mixed methods research and excel in communicating insights effectively to cross-functional stakeholders.

## EXPERIENCE

### SENIOR PRINCIPAL USER RESEARCHER (2022 – Current)

#### [Secureworks](#) Cybersecurity, SaaS (Division of Dell) – Remote

- Manage qualitative and quantitative research for the customer's end-to-end journey across three major feature divisions.
- Provide strategic customer insights to cross-functional teams, such as Dashboards, Reports, and Search teams.
- Conduct mobile user research using iterative prototyping methods; interviewed approximately 50 participants in one year.
- Report Pendo and Qualtrics data, in conjunction with qualitative research, to product managers each quarter.
- Engage in persona development aligned with new business objectives, contributing to the development of two existing personas.
- Direct comparative analysis and contextual inquiries to inform roadmaps, assessing 20 competitor features across 10 products.
- Work closely with the Customer Experience team, incorporating scorecards, NPS, and customer interviews.
- Curate an insights database for company-wide use, consisting of ~ 1K items, and established a recruiting management process.
- Collaborated with executive cross-functional leadership on a Forrester project, successfully delivering it in record time.

### SENIOR DIRECTOR OF DEVELOPMENT (Sabbatical) (2019 – 2022)

#### [American Wild Horse Campaign](#) – Davis, CA

- Doubled the major gift portfolio, generating additional revenue of \$2M+ within one year; worked closely with large portfolio managers.
- Conducted the identification, cultivation, and stewardship of ten major private and corporate sponsorship grants.
- Created and managed a CRM system that provided insights for creating high donor development strategies.

### CREATIVE DIRECTOR (Sabbatical) (2016 – 2019)

#### [Sappiraiwan Elephant Resort & Sanctuary](#) – Thailand

- Developed a hospitality brand strategy, growing revenue to \$1M+ using design thinking methods to identify two new markets.
- Built a compelling educational program for English and Asian markets, resulting in revenues of \$100K.
- Led management workshops with the company's board and executives to develop a strategy for new products and services.

### SENIOR UX DESIGN & RESEARCH DIRECTOR (2014 – 2016)

#### [Cengage Education](#) – San Francisco, CA

- Oversaw an annual budget of \$2M and a staff of fifteen, including UX researchers and designers, animation and video production teams.
- Drove UX-driven improvements using data analysis and design research to identify student pain points, behaviors, and preferences.
- Worked with C-level management to transition the publishing core into a digital-first supplier of educational content.
- Ran lean product workshop sessions for product management that resulted in the creation of three new product offerings.
- Designed and managed a longitudinal research study that ran for four years.
- Applied industry-wide insights to advise product managers and C-level executives, informing the strategic roadmap.

### GLOBAL DESIGN DIRECTOR, INSIGHTS & RESEARCH (2011 – 2014)

#### [Harman International](#) – Mountain View, CA

- Created user-centered design experiences for iOS, Android, and automotive devices in the financial, medical, communications, and enterprise industries, conducting over 70 global research studies within a year.
- Prepared comprehensive prospect proposals for UX research and design projects, resulting in generated revenue of \$2M.
- Led simultaneous user testing sessions in China, India, Russia, USA, Europe, and Brazil for strategic product development.
- Established the Beijing Design & Research office, hired a local team of six, established design systems, and created sales and evangelizing tools to promote design to prospective clients, which raised revenue to \$500K in the first six months.

### UX DESIGN & RESEARCH DIRECTOR (2009 – 2011)

#### [Electronic Arts](#) – Redwood City, CA

- Managed and mentored a team of ten senior UX designers and user researchers located across North America.
- Applied iterative design practices to develop generative prototypes, providing real-time insights to develop a strategic roadmap.
- Identified and developed new personas for mobile products, creating opportunities for revenue streams.

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## EXPERIENCE (continued)

### ENTREPRENEUR IN RESIDENCE FOR EMERGING MARKETS (2007 – 2009)

#### [Belkin Consumer Products](#) – Playa Vista, CA

- Led the development of a new business, enabling entry into emerging markets with profitable, sustainable, and culturally sensitive products.
- Contributed key end-user recommendations for low-cost, child-safe, and durable energy solutions.
- Identified alternative power sources, price points, and specific brand values for Bottom of the Pyramid Markets.
- Established strategic alliances with emerging market experts at Microsoft Research Labs and multiple NGOs in India.
- Provided counsel to Belkin's President in evaluating first-time investments in emerging market expansion.
- Designed the initial product roadmap and pro forma income statements for India, projecting an average of 45% estimated gross profits.

### RESEARCH SKILLS

- Create journey and service design maps, storyboards, dashboards, and video reports.
- Conduct research in China, East Asia, Russia, Europe, and Africa.
- Manage user testing and contextual inquiries, reporting insights through video storytelling.
- Analyze and interpret existing data (user surveys, customer support calls, competitive products, web analytics).
- Review consumer habit data to identify trends and gaps using Google Analytics, Pendo, and Qualtrics.
- Conduct longitudinal studies, ethnographic studies, card sorts, diary studies, and surveys.
- Develop user personas and participate in the Voice of the Customer program.
- Plan participatory research workshops that include targeted customers, executives, and a diverse set of stakeholders.

### DESIGN SKILLS

- Hold a Master's Degree in UX Design.
- Direct ideation and participatory design sessions.
- Create concepts, wireframes, and prototypes for Android, iOS, Responsive Web, and Automotive devices.
- Implement Design Systems and create style branding guides.

### LEADERSHIP SKILLS

- Managed 20+ direct reports, including both internal employees and consultants, with a budget exceeding \$2M.
- Worked closely with C-level teams to develop a strategic roadmap.
- Reported to the Senior Vice President of Engineering at Apple, Harman, and EA; reported to the Senior Vice President of Product Development at Cengage; reported directly to the CEO at Belkin.
- Possess extensive international experience in North America, Europe, and Asia.

### TOOLS

- Figma, Miro, Pendo, Qualtrics, Confluence, Agile, Salesforce, Datadog, OpenAI, Midjourney.

### TEACHING

- California College of the Arts, San Francisco
- University of Helsinki, Finland
- San Jose State University, California
- CareerFoundry, Germany

### GUEST LECTURES & WORKSHOPS

- [Stanford University Graduate School of Business](#)
- [Art Center](#), Pasadena, CA
- [Bank of Thailand](#), Bangkok, Thailand
- [Krungsri Bank](#), Bangkok, Thailand
- [King Wan Construction](#), Singapore

### EDUCATION

- [Stanford University Continuing Studies](#)  
Courses: Artificial Intelligence, Product Management, Visual Anthropology, Business
- [Cranbrook Academy of Art](#)  
Degree: Master of Fine Art Design – Bloomfield Hills, MI