

HAILEY SCHRAER

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ABOUT ME

Self-motivated and detail-oriented user experience researcher dedicated to creating user-centered experiences by understanding users' needs and desires with a goal to fulfill them. Driven and creative problem solver navigating through ambiguity to create optimized digital solutions.

EDUCATION

University of Cincinnati

- BBA - Marketing and International Business
- Minor in Spanish

LICENSES & CERTIFICATIONS

UserTesting Foundation Certification June 2021

UserTesting Advanced Certification June 2022

EXPERIENCE

Lead User Experience Researcher

The Scotts Miracle-Gro Company

April 2023 – Current

Lead researcher for all UX research efforts for all owned digital properties. Responsible for research and strategy deliverables to assist in improving our owned and retailer digital experiences.

- Spearheading UX strategy, insights, and design direction for new features and functionality for owned sites on the Salesforce Commerce Cloud platform
- Assisting with design discovery and wireframe creation to enhance and build upon our design system
- Leading strategy, planning, and execution of consumer interviews, usability studies, retailer evaluations, competitor evaluations, and ethnographic studies

User Experience Researcher

The Scotts Miracle-Gro Company

October 2021 – April 2023

Assisted with UX efforts from a research and strategy perspective for upwards of two dozen brands.

- Contributed to planning, and execution of A/B testing, usability studies, concept evaluations, on-site surveys, on-site behavior analytics, heatmaps, competitor evaluations, and retailer evaluations
- Lead conversion rate optimization testing and multivariate site experience testing with external agency partners resulting in an additional \$1.5 million in revenue across seven websites
- Collaborate with cross-functional teams of product owners, developers, brand strategist, ecommerce merchandisers, brand managers, and outside agency partners to balance user experience needs with business needs
- Experience with wireframe creation, lo-fi interaction design, and information architecture design

User Experience Analyst - Contract

The Scotts Miracle-Gro Company

January 2021 – October 2021

Accountable to evaluate owned web and app properties to optimize and enhance experiences. Assisted in all UX research efforts for upwards of two dozen brands.

- Increased research efficiency by creating research processes for intake, workflow, and tracking of all research projects
- Planned, launched, and analyzed 50 detailed usability evaluations of owned web and app experiences
- Analyzed and synthesized research data and insights to uncover design refinements and recommendations
- Assisted in conversion rate optimization and multivariate site testing with external agency partners

RECOGNITION

UserTesting Customer Spotlight

Due to our success using the platform, my research team and I filmed a video sharing our success and experience.