

GEMMA PETRIE

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EDUCATION

MLIS

University of Illinois
Champaign, IL

BA Philosophy

Reed College
Portland, OR

SKILLS

Contextual Inquiry, Data
Analysis & Synthesis, Diary
Studies, Ethnographic
Research, Eye-Tracking, Field
Documentation, Information
Architecture, International
Research, Participant
Recruitment, Product Strategy,
Prototyping, Qualitative &
Quantitative Methods, Remote
Research, Stakeholder
Interviews, Surveys, Team
Management & Mentoring,
Usability Testing, User
Experience Design, User
Interviews, User Research
Training & Education, Workshop
Design & Facilitation

PROFILE

Multi-method user researcher with extensive experience designing, conducting, analyzing, and socializing insights from qualitative and quantitative user research. My research focuses on informing the development of global products and services through understanding the complexity of culture, context, and relationships in markets around the world. My background extends beyond user research and includes team and resource management, UX design, product strategy, nonprofit development, libraries and archives, and photography.

EXPERIENCE

SENIOR STAFF USER RESEARCHER & MANAGER

MOZILLA | SEATTLE, WA | 2017 - PRESENT

- Lead and manage the Firefox user research team.
- Collaborate with multidisciplinary Firefox leaders to set product strategy.
- Lead researcher for mixed method formative and summative research in Asia, Europe, and North America. Research topics include multi-device ecosystems, knowledge work, perceived performance, location-aware applications, shopping and recommendations, and young adult technology usage.

LEAD USER RESEARCHER

MOZILLA | CHICAGO, IL | 2013 - 2017

- Grew Firefox user research team from two to six researchers.
- Collaborated with design, engineering, and product teams to inform product strategy with research insights.
- Lead researcher for mixed method formative and summative research in Asia, Europe, and North America. Research topics included mobile operating system development, cross-cultural mobile technology usage, task continuity, privacy and security, search and information retrieval, and technology-based workflows.

INTERESTS

American Culinary History,
Birding, Chicago History, Hiking,
Information Access as a Public
Good, Mid-Century
Architecture, Photography -
Digital & Film, Social Science &
Theory

SENIOR USER EXPERIENCE CONSULTANT

RAZORFISH | CHICAGO, IL | 2012 - 2013

- Collaborated with multidisciplinary team members to research, document, and design digital experiences. Clients included: State Farm, U.S. Foods.
- Conducted formative and summative research. Created research reports, scenarios and personas, wireframes, user journey maps, and prototypes.

USER EXPERIENCE CONSULTANT

RIGHTPOINT | CHICAGO, IL | 2011 - 2012

- Led research and design activities for multinational companies. Clients included: Chili's, Maggiano's, Walgreens, Vi Living, and the YMCA.
- Conducted formative and summative research. Created research reports, wireframes, user journey maps, service blueprints, and prototypes.

PUBLICATIONS & INTERVIEWS

- *In Praise of Theory in Design Research: How Levi-Strauss Redefined Workflows*. EPIC Perspectives, 2017
- *Firefox User Workflows Research in Germany*. Firefox UX Blog, 2017
- *Everyday Multi-Device Task Continuity*. Firefox UX Blog, 2016
- *Save, Share, Revisit*. Firefox UX Blog, 2016
- *Gemma Petrie, User Experience Researcher*. Beyond The Stacks Podcast, Institute of Museum and Library Services, 2015
- *Emerging Needs in Thailand and Indonesia*. Firefox UX Blog, 2014
- *The People Issue: Gemma Petrie, the Techie*. The Chicago Reader, 2014
- *Meet Chicago's Tech 50*. Crain's Chicago Business, 2013

CONFERENCE TALKS

- *Measuring User Perceived Performance to Prioritize Product Work*. #PerfMatters Conference, 2019
- *Youth and Technology in North America*. Mozilla All-Hands, 2018
- *Using Interviews in Design Research*. Mozilla All-Hands 2016
- *User Research, the Next Frontiers*. WebVisions, 2015
- *Keeping the Focus on "Why?": Strategies to make room for user research in any design process*. UX Mad, 2013

ORGANIZATIONS

- EPIC — Paper Committee: 2017-Present
- EPIC — Peer Reviewer: 2016-Present
- ACM SIGCHI — Peer Reviewer: 2017-Present
- Chicago Public Library Foundation — Associate Council: 2013-Present