

Cate Bednarz

USER EXPERIENCE RESEARCHER



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Greater Boston



[in/catebednarz](https://www.linkedin.com/in/catebednarz)

PROFESSIONAL SUMMARY

RESEARCHER WITH COMBINED 14 YEARS OF HUMAN-CENTERED RESEARCH EXPERIENCE, across industry and academia. Driven by analysis, innovation, and results. Detail-oriented critical thinker recognized for dependability and adaptability. Delivers actionable insights on user pain points to drive cross-functional improvements.

SKILLS

- Abductive Reasoning
- Critical Thinking
- Documentation
- Empathy
- Nonverbal Sensitivity
- Pattern Recognition
- Problem Solving
- Process Improvement
- Research Vendor Management
- Stakeholder Communication
- User Community Management

RESEARCH METHODS

- Benchmarking
- Card Sorting
- Clickstream Analytics
- Concept Testing
- Contextual Inquiry
- Desirability Studies
- Field Studies
- Five-Second Testing
- Focus Groups
- Interviews
- Remote Moderated Testing
- Session Recording
- Surveys
- Task Analysis
- Unmoderated Testing
- Usability Testing

PROFESSIONAL EXPERIENCE

USER EXPERIENCE RESEARCHER

Sunbelt Rentals Inc. – Fort Mill, SC (Remote)

Aug 2022-Oct 2024

- Led discovery and evaluative research across 8 customer, B2B and enterprise applications, collaborating on cross-functional projects spanning e-commerce, IoT, telematics, mechanical service, and logistics to create innovative solutions for digital and physical environments.
- Shaped organizational strategy through close collaboration with 15+ cross-functional stakeholders, delivering actionable insights and recommendations for market releases and product features.
- Spearheaded end-to-end optimization of e-commerce equipment rental process, leveraging comprehensive research methods including usability testing, surveys, and clickstream analytics to identify critical pain points and implement solutions that improved availability information and streamlined customer decision-making.
- Implemented large-scale in-product survey program, generating 10,000+ customer responses for strategic e-commerce research. Conducted comprehensive data analysis using manual tagging and coding, creating impactful data visualizations to present findings.
- Championed Voice of the Customer by leveraging user insights from research initiatives, directly influencing e-commerce product development and enhancing user satisfaction.

INSTRUCTOR & RESEARCHER

Penn State World Campus – Remote

Aug 2021-Dec 2023

- Communicated complex topics effectively to diverse cross-functional and cross-disciplinary groups.
- Provided insights on pain points with managers and designers to inform future product offerings.
- Conducted weekly analysis of course understanding quantitatively through itemized and user reports, and qualitatively through written assignments.
- Managed 5 distinct courses of 23-50 students.

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EDUCATION

PHD MASS COMMUNICATION
Penn State University
State College, PA

MA MEDIA STUDIES
Penn State University
State College, PA

BA COMMUNICATION
Curry College
Milton, MA

CERTIFICATES

USER RESEARCH METHODS
Nielsen Norman Group

CONTENTSSQUARE CERTIFIED
Contentsquare

LEARN SQL COURSE
Codecademy

TOOLS

- Addmaple
- Airtable
- Alida
- Calendly
- ContentSquare
- Confluence
- Figma/Fig Jam
- Lyssana
- Miro
- SurveyMonkey
- UserTesting
- User Interviews
- Userlytics
- UXtweak

LECTURER & RESEARCHER

Curry College – Milton, MA

Sept 2017-May 2020

- Conducted a longitudinal case study with in-depth content, textual, and thematic analysis.
- Researched behavioral interactions of product fans on social media.
- Configured, built, and tested content in learning management systems resulting in optimized workflow and user experience.
- Planned timelines for deliverables throughout each course.

GRADUATE INSTRUCTOR & RESEARCHER

Penn State University – State College, PA

Aug 2011-May 2017

- Performed a weekly research deep dive and produced decks for an ongoing project.
- Curated and created a video library for a research project.
- Completed research interviews and focus groups.
- Composed an analysis of industry trends and predicted growth to inform strategic decisions.

RESEARCH & OUTREACH COORDINATOR

Boston University – Boston, MA

Aug 2010-July 2011

- Spearheaded initiative to expand humanities grant opportunities to increase representation of humanities proposals.
- Recorded and processed grant proposals.
- Managed the meeting schedules for the Associate Dean of Research and Outreach as well as three Associate Deans for Faculty Actions.
- Managed the front office and supervised student workers.

OTHER ROLES

RESEARCH GROUP COORDINATOR

Penn State University – State College, PA

Jan 2016-April 2016

REVIEWER, PEABODY AWARDS

University of Georgia – Athens, GA

Jan 2015-May 2015