

# User Experience Jobs from the Inside Out – Webinar Outline

1. Rachel Fleming – Aetna, a CVS Health Company
2. Lisanne Norman – Gusto Inc.
3. Chat Q&A
4. Summary

**We will get started at 1:00 p.m. EST!**



# Jeff Martin Visual Description

I am Jeff Martin, Director of Communications & Public Affairs at the AAA. I am an older white male with greying brown hair and wearing black framed glasses and a light blue collared shirt.



# Pathways to Careers

Welcome to the AAA Career Webinar Series  
Spring 2021



AMERICAN ANTHROPOLOGICAL ASSOCIATION  
*Advancing Knowledge, Solving Human Problems*

# AAA Career Webinar Series, Spring 2021

**March 4: Career Pathways**

**March 11: User Experience Jobs from the Inside Out**

**March 18: Anthropologists Working in Hospital Settings**

**March 25: Doing Cultural Resource Management Your Way**

**April 1: Contemplating a Career in Tech?**

**April 8: Careers in the Public Sector**

**April 15: Using Archaeological and Anthropological Skill Sets as Accessible Designers**

**April 22: Anthropologists Building Careers in GIS**



# Webinar Logistics

- Visual descriptions appear in slide deck along with presenters' self-introductions and comments
- Please turn off your video and microphone unless speaking
- Open and use the Chat function; write “**QUESTION**” to pose a question and feel free to respond to any chat
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As



# Elizabeth Briody Visual Description

I am Elizabeth Briody, a white woman with brown eyeglasses and short hair. Today I am wearing a blue top. I am in my alcove, a little space in my house with a window.



# User Experience Jobs from the Inside Out

Thursday, March 11, 2021



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# User Experience Jobs from the Inside Out – Webinar Outline Review

1. Rachel Fleming – Aetna, a CVS Health Company
2. Lisanne Norman – Gusto Inc.
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# Rachel Fleming Visual Description

I am Rachel Fleming, a white woman with blue eyes and blond hair. I am wearing a blue top and grey sweater. I am in my home office, with a picture of a landscape and a bookshelf behind me.



# Rachel Fleming's Work

- I am an Anthropologist and a User Experience Researcher
- Currently, I am a Senior User Experience Researcher for Aetna Health, a health insurance company that is part of CVS Health
- My team is redesigning the online experience to shop for and enroll in Medicare plans
- I interview Medicare members and test design prototypes to make sure elderly people can easily find and enroll in a plan that fits their needs



# What is User Experience (UX) Research?

- UX Research is a process of conducting research with people; it is usually qualitative but with quantitative aspects
- This research answers questions about human behavior and motivations
- It helps a team to design a product or an experience that fits the needs of the people who might use it



# Why Anthropology to UX Research?

- Qualitative methods are valuable for understanding what people think and how they behave
- Anthropologists are trained to synthesize data (i.e., we collect data from many sources and find patterns or meaning)
- We understand that the “field” where we conduct research is not only with customers and/or people who will end up using a product or service, but also includes the teams and stakeholders within the organizations where we work



# Problem Solving is Often Problem Scoping

- Defining the problem can be more important than finding a solution; if you are not starting with the right questions, the answers will not have an effective impact
- I work as a mediator or translator between groups in software development – including designers, developers, project managers, and leadership – to scope problems
- In building software, I am motivated by advocating for the needs of people who will use that software



# Why I Like this Work: Teamwork & Mentoring

- My current work involves designing a clearer way for seniors to sign up for Medicare and to help them find the best plan in a conversational, step-by-step process that they trust
- I love collaborating on hard problems with colleagues from varied disciplinary, occupational, and racial backgrounds
- I like designing an experience that works for everyone who might use it – including people with different abilities or differing access to and/or comfort with technology
- I also enjoy mentoring and helping others to build careers



# Lisanne Norman Visual Description

I am Lisanne Norman, a Black woman with brown tortoise shell slightly cat-shaped glasses and long dark brown hair worn in a style known as locs. Today I am wearing a white top. I am in my office space at home with a whiteboard full of sticky notes behind me.



# Lisanne Norman's Work

- I am a User Experience Researcher and Head of Research at Gusto Inc.
- Gusto Inc. is a human resources information system for small and medium businesses
- My team serves as the voice of the customer – the user – to help the product team (designers, engineers and product managers) understand and empathize with our customers' digital needs





# Empathy & Diversity

- I work with the utmost degree of empathy and ethics because I have found that most tech companies do not prioritize these values; we learn these principles in our anthropological training
- I bring my lived experiences and perspective as a Black woman in U.S. to my work
- I seek to engender an environment of collaboration across usually siloed departments (e.g., product, marketing, business development)



# Human-Centered Awareness

Entails key abilities:

- Analyzing and conveying user motivation and behavior to designers and engineers who are building digital products
- Questioning whether the designers, engineers and product managers are making the most ethical choices
- Observing, listening and then communicating effectively to product teams, marketing, and executives



# Contribute to Improvement

I help:

- Designers and engineers mitigate bias by using workshops to lead teams through exercises that force them to confront their biases
- Users who engage with our products have an easy, user-friendly experience that enhances, rather than disrupts, their daily lives
- Cross-functional teams (e.g., product teams, marketing) reach consensus, and recall their common goal: to serve our customers
- Contribute to equitable and inclusive design that empowers and serves all users and not just those who look like the product or leadership team



# Thinking of UX? Expand your Network

- Anthropologists have research skills – play them up
- Volunteer to work on user experience projects at local non-profits or seek internships with larger companies
- Create a LinkedIn profile; connect to folks in the field from your alma mater, from a talk you attend, or at a company you like
- Join UX professional society talks & webinars
  - [UX Quests](#)
  - [UXPA - User Experience Professional Association](#)
  - [User Experience LinkedIn Group](#)



# Chat Q&A and Summary



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# Summary: UX Jobs

1. UX jobs build on Anthropology skills beyond methods
2. Problem scoping can be as valuable as problem solving
3. UX work can help expand access to digital resources
4. It is critical to bring an awareness of ethics to the design table
5. Engendering collaboration through mediation is possible
6. Anthropologists can lead the charge to mitigate bias in design



# Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the webinar's Communities: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Register for our other career webinars this Spring



# Upcoming AAA Career Webinar Series

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