**Jack Ruocco**

Chicago, IL • (224) 645-6670 • [jack-ruocco@comcast.net](mailto:jack-ruocco@comcast.net) • **Portfolio:** [jackuxdesigns.com](http://jackuxdesigns.com) • linkedin.com/in/jackruocco/

Experienced UX researcher, strategist and project manager with a history of delivering on complex and multinational studies. Looking for a collaborative environment in consumer or healthcare technology that values user-centered strategy and is focused on building a better future.

**PROFESSIONAL EXPERIENCE**

**Lead UX Researcher/Design Consultant,** Ghostjobs.io

Remote

August 2024 – Present

* Pro-bono UX researcher and design consultant for startup Ghostjobs.io, a service dedicated to helping job seekers avoid fake job listings online
* Aligned with site founders on research goals, designed research methods and captured remote user interview data to drive product roadmapping
* Conducted mixed-methods research through capture of qualitative user interview data, time-on-task data, survey analysis and video analysis of participant interaction with latest Ghostjobs prototype

**UX/HF Researcher + Project Manager**, Bold Insight

Chicago, IL

July 2021 – January 2024

* Project manager on 10+ consumer tech studies from July 2022 – January 2024.
  + Served as client manager for projects serving Fortune 100 companies
  + Led three international studies, collaborating with teams in other countries like Japan, Germany, the UK, France, Italy and South Korea
  + Primary research designer, remote and in-person research moderator and data collector for studies focused on SaaS, mobile devices and video game consoles
* UX Researcher and UX Strategist on over a dozen consumer tech studies from July 2021 – January 2024.
* Human Factors researcher, project co-lead and consultant for 10+ medical device studies from July 2021 - January 2024.
  + Research designer, in-person research moderator and data collector for studies focused on injection devices, patient monitoring systems, medical device packaging and medication tracking applications
  + Captured qualitative and quantitative data so clients could create product roadmaps and stay compliant with FDA regulations to eliminate potential risk/vulnerabilities
* Responsible for synthesizing raw data into final client reports and presenting findings to clients through in-person or video call presentations
* Compressed the training cycle from 6 months to 2 months for 10 new hires on UX researcher skills such as research design, session moderation, and best reporting practices
* Leveraged mixed-methods research designs including A/B Testing, in-person and remote user testing, mobile ethnographies, surveys, times-on-tasks and prototype testing to provide more comprehensive data
* Led two separate internal trainings focused on video editing so test session videos and audio could be delivered to clients without revealing participant identifying information

**PROFESSIONAL EXPERIENCE (CONT’D)**

**Learning Technologist**, BenchPrep

Chicago, IL

August 2020 – February 2021

* Converted real-world study materials for the MCAT, SAT, OTA and more into web pages using HTML5 and CSS3 to increase revenue for clients during the COVID-19 pandemic
* Verified accessibility of web pages for disabled learners using knowledge of typography, color theory, W3C web standards and WCAG online tools to broaden customer base of learners for client companies

**Actor + Improv Comedian**, Freelancer

Chicago, IL and Los Angeles, CA

June 2015 – May 2020

* Practiced team leadership, teamwork, rapid ideation, interpersonal communication and storytelling through improv comedy performance at The Second City in Chicago and at The Upright Citizens Brigade in Hollywood

**OTHER SKILLS**

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| --- | --- |
| Figma, ProtoPie + LottieFiles (UX/UI Design) | 4 years |
| Adobe Premiere Pro + Final Cut Pro X | 10+ years |
| Microsoft Office Suite + Google Suite | 10+ years |

**EDUCATION**

**Master of Science, Information Design and Strategy – Learning Design**

Northwestern University, Evanston, IL

June 2020 – May 2022

**Bachelor of Arts, Communication Arts – Radio, TV and Film Studies**

University of Wisconsin, Madison, WI

August 2011 – May 2015

**Technical Certificate – User Experience Design**

General Assembly – Los Angeles

December 2019 – March 2020

**ONGOING TECHNICAL TRAINING**

**Product Requirements Gathering Using Artificial Intelligence**

Tech Fleet – Remote

February 2025 – Present

**Agile for UX and Product Development**

Tech Fleet – Remote

February 2025 - Present