Anthropology + UX Research

I'm a user experience researcher at RealPage, a multifamily software development company and I use anthropology everyday to help my team design multifamily management solutions for our B2B customers. I collaborate with designers, business analysts, developers, product owners, marketing, customer success teams, and customers.

**Anthro skillset I bring:**
- Listening with Empathy
- Cultural Relativism
- Contextual Inquiry
- Research Design
- Building Rapport
- Critical Thinking
- Stakeholder Management
- Ethnographic Methods
- Data Analysis/Synthesis
- Learning/Teaching
- Clear Communication

**Methods I use:**
- Semi-structured Interviews
- Discovery/Exploratory Research
- Secondary Research
- Competitive Analysis
- Qualitative/Quantitative Surveys
- Heuristic Evaluation
- Card Sorting (open/closed)

**Anthropology contributes to Design thinking**
- Understanding human behavior, needs, and motivations through ethnographic research techniques
- Synthesize research into actionable findings that defines the problem and share with team
- Collaborate with team to ideate solutions that meet business goals and customer needs
- Finalize ideation into a prototype in collaboration with designers, product, and engineering teams
- Test the prototype with the intended users to understand if it’s the right solution
- Collect feedback, synthesize and effectively communicate findings so that the team can take action to incorporate what we learn into the developed solution

**Workshop Facilitation to promote:**
- Team building
- Cross-functional collaboration
- Knowledge sharing
- Research advocacy
- Transparency of our work
- Mentoring