

Aaron Levisohn, PhD

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PROFESSIONAL SUMMARY

Senior UX Research Leader with a PhD in Human-Computer Interaction and over 10 years of experience driving user-centered research strategies within SaaS and enterprise environments. Expert in mixed-methods research combining quantitative (A/B testing, surveys, analytics) and qualitative (ethnography, interviews, diary studies) approaches. Adept at leading research operations, managing multimillion-dollar budgets, leveraging AI/ML for accelerated insight generation, and collaborating cross-functionally to optimize product usability, conversion, and retention.

SKILLS SUMMARY

Mixed-Methods Research; Usability Testing (Moderated, Unmoderated, Remote, In-Person); Journey Mapping; Persona Development; Research Operations; Budget & Vendor Management; Team Scaling; SQL; Tableau; Periscope; Google Sheets; Pendo; FullStory; UserTesting; Qualtrics; Figma; Sketch; Agile; Lean UX; Design Thinking; AI/ML Integration; NPS; CES; CSAT; Conversion & Retention Optimization

PROFESSIONAL EXPERIENCE

Senior Manager, User Research (Promoted from Principal User Researcher in 2022)

PagerDuty – Toronto, ON / Denver, CO | March 2019 – August 2025

- Led UX research strategy impacting 1.3M+ users by leveraging mixed-methods research approaches.
- Spearheaded a global navigation overhaul via card sorting and ethnographic studies, significantly improving usability and satisfaction.
- Managed recruitment, research repositories, and vendor relations with an annual \$250K budget; expanded team from 1 to 3 members.
- Created and maintained 125+ Pendo guides supporting multiple departments, driving \$408K in ARR and 300+ conversions in 4 months.
- Automated over 1,700 monthly NPS and usability survey reports via dashboards, supporting 18 product teams in journey mapping and retention efforts.
- Collaborated with AI and Ops teams, reducing qualitative data analysis time by 80% using AI/ML tools.
- Presented insights to executives, shaping product design roadmaps and business strategy.
- Negotiated vendor contracts, saving over \$260K annually.

Senior UX Researcher

Digital Factory @ Scotiabank – Toronto, ON | April 2017 – March 2019

- Conducted ethnographic and usability research spanning product lifecycle, supporting multiple internal teams across 5+ product lines.
- Delivered actionable UX insights that guided product development and accessibility improvements.
- Conducted inclusive usability testing with 11 participants with disabilities to improve product accessibility compliance.

- Redesigned usability testing facilities to enhance research capabilities and reduce reporting time through improved collaboration infrastructure and streamlined research workflows.
- Mentored 4 junior researchers and fostered strong cross-team collaboration across engineering, design, and product teams.

User Experience Researcher

University of British Columbia – Vancouver, BC | May 2015 – April 2017

- Directed research for a \$100M student information systems initiative involving extensive surveys and stakeholder interviews.
- Developed personas and journey maps that guided system requirements and vendor selection.
- Directed research that informed the selection of Workday serving over 66,000 students

UX Consultant

Self-Employed – Vancouver, BC | December 2014 – May 2015

- Conducted over 180 usability tests and delivered comprehensive client reports with actionable recommendations to improve user experience.

EDUCATION

PhD, Interactive Arts & Technology – Simon Fraser University, 2014

MSc, Human-Computer Interaction – Georgia Institute of Technology, 2004

BFA, Film Studies (Distinction) – University of Colorado Boulder, 1999 (Phi Beta Kappa)

SELECTED PUBLICATIONS

10+ peer-reviewed papers on human-computer interaction, embodied interaction, and user experience research published in ACM CHI, ACM Multimedia, and other leading HCI conferences. Research focuses on movement-based interfaces, usability methodology, and interactive system design. For full list, visit www.levisohn.com/publications

TECHNICAL SKILLS

SQL, Tableau, Google Sheets, Periscope; Pendo, FullStory, UserTesting, Qualtrics; Figma, Sketch, InVision; Photoshop, Illustrator; GPT-4, Claude, Llama

LEADERSHIP & COMMUNITY

President, Franklin Preschool PAC (2015–2016) — Led strategic planning and governance for 50+ families

President, SIAT Graduate Student Association, Simon Fraser University (2008–2009) — Advocated for and represented the interests of over 300 graduate students in university governance