

HEATHER S. ASHLEY, MLIS

RESEARCH OPS COORDINATOR | LIBRARIAN | INFJ

CONTACT



914-400-4851



heather.stermanashley@gmail.com



<https://heatherashley.me>



New York, NY

SKILLS

Confluence
Dovetail
Jira
Rally
Trello
Slack
Figjam
Glean
UserInterviews
Digital Asset Management
Cataloging/Classification
Transcription

EDUCATION

Certificate of Completion, Remote Brainstorming
LinkedIn Learning

Certificate of Completion, UX Research Logistics
LinkedIn Learning

Certificate of Completion, Webflow 101
Webflow University

Certificate of Completion, Jira Fundamentals
Atlassian University

Certificate of Completion, UX Design Immersive
General Assembly

Master's Degree, Library and Information Science
Pratt Institute

Bachelor's Degree, Media & Communications
Ithaca College

LANGUAGES

English 

French 

ABOUT ME

Unique skill set blending over a decade of Media Librarianship with UX Research Operations. Empowering self-serve, cross-functional partners to conduct independent research to create impact & value for stakeholders & company objectives.

Pronouns: she/they | Work environment preference: Remote/Hybrid | Open to relocation

EXPERIENCE

Research Ops Coordinator (full-time, remote)

Webflow

Mar 2022 - Current

- Leads end-to-end coordination of user research interviews by recruiting, scheduling, managing and compensating participants, as well as provides note taking and debrief support for moderated research sessions
- Collaborates cross-functionally with research partners in design, product management, engineering and other teams in structuring research plans, discussion guides & screener surveys
- Continuously refines Research Operations and self-serve research efforts, processes and resources to provide the ultimate experience for researchers and participants alike
- Partners with Customer Success & Sales teams to strengthen relationships with Enterprise customers by setting up & observing research interviews focused on specialized problem spaces such as folder usage, A/B testing and page building
- Aligns with Customer Relationship Management (CRM) vendors on contract renewals, team check-ins & platform trainings for self-serve research partners
- Develops new taxonomies for tagging valuable insights, and updates repositories & systems to increase discoverability of research studies through searching, filtering and cataloging

Research Librarian (contract, remote)

HelloFresh

Jun 2021 - Feb 2022

- Tagged, cataloged & categorized studies conducted by UX Research, Global Market Research, Product Analytics & Customer/Product Insights teams in Confluence-based Research Library to create more streamlined search capabilities for internal groups
- Independently created Deep Dive research projects for main customer journey paths by reviewing & analyzing ~100 studies conducted by multiple teams, then pulled out key insights from each study and compiled them as 3-5 page audits for different teams to reference

UX Research Assistant (contract, remote)

RR Donnelley





Jan 2021 - May 2021

- Supported the Research and Customer Experience (RCX) team on projects for clients in the Pharmaceutical and Automotive industries by utilizing various qualitative/quantitative research methods including remote usability testing, user personas, in-depth interviews, surveys, participant recruitment & online research to promote a deeper understanding of empathy towards user needs

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PANELS AND CONTRIBUTIONS

Contributor, From Bottlenecks To Breakthroughs
Rally
Mar 2024

Contributor, The 2024 ReOps Playbook
Rally
Feb 2024

Member, Dovetail Champion Program
Dovetail
Jan 2024 - Current



Panelist, Insights At Scale
Dovetail
Oct 2023

Guest Speaker, Career Paths for LIS Students
Pratt Institute
Oct 2015



Guest Speaker, The Private Sector
Pratt Institute
Mar 2015

REFERENCES

Adam Shreve - Professional Reference

-  415-802-3218
-  aaashreve@gmail.com

Jennifer Bobbe - Personal Reference

-  917-570-7592
-  drolma@hotmail.com

EXPERIENCE

Self-Invested Career Growth (freelance, hybrid)

Self-Employed

Nov 2018 - Dec 2020

- Revitalized myself for a transition from Media Librarianship to User Experience through accelerated online and in-person up-skilling, networking opportunities & freelance projects
- Flexibly shifted goals for client **Equity Multiple** from initial objective of redesigning site search capability for current users, to attracting new customers by implementing a more streamlined user experience through the addition of a resource center, as well as updated search capabilities & chat features

Media Librarian (full-time, on-site)

Paramount (fmr. Viacom/MTV Networks)

Jun 2005 - Oct 2018

- Maintained and archived ~10K physical and digital media assets through ALIAS (Archival Library Information Access System) database
- Fielded inquiries regarding request delivery status and conducted archival research for Post-Production, News and Creative teams
- Trained interns and temporary staff to use ALIAS database, resulting in 75% increased efficiency of archival staff daily operations
- Catalogued 6K+ media assets into Digital Asset Management system over a 6-month time frame to expand physical asset space during Viacom/BET Media Group acquisition