

Sarah Sweney

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EXPERIENCE

YouTube | San Bruno, CA

YouTube Kids, UX Researcher | Nov 2018 - PRESENT

- Collaborate with various stakeholders & teams, including engineering, product, design, content & marketing to develop research priorities & iterate on research insights
- Design research plans to conduct in-lab and field research
- Lead & moderate usability studies evaluating product improvements with children & families
- Educate YouTube teams on best practices for conducting research with families & children; research theory on child development, children's usability of digital media

UX Research Recruiting Coordinator | Jul 2018 - Nov 2018

- Manage all study logistics, including recruitment, communication, scheduling, processing incentives, across all YouTube product areas, with various stakeholders
- Collaborate with internal team and larger Google organization to ensure ethical standards are upheld in all research processes

UX Research Consultant | Remote | Aug 2014 – PRESENT

My current work centers on designing learning experiences, product development, and conducting user research across a variety of digital media platforms.

- Design original research plans, conduct user outreach, consult with various teams and stakeholders across multiple product areas.
- Manage usability testing, in-home & school ethnographies with families, children, and general users.
- Clients include: Anki, Toca Boca, LeapFrog, Sesame Workshop

Insight Strategy Group | New York, NY

Insight Kids, Market Research Associate | Jun 2013 – Feb 2014

- Designed research instruments (surveys, qualitative guidelines) across several clients and product areas to support qualitative & quantitative research efforts.
- Moderated focus groups, 1:1 interviews, home/school ethnographies
- Consulted on research & brand strategy for a variety of clients, including: Nickelodeon, Madame Alexander, Hasbro.

Teaching Strategies LLC | Washington, DC

Research Associate | Feb 2012 - Jun 2013

- Managed several research projects, designed pilot studies evaluating new content for current assessment and curriculum platforms.
- Evaluated current trends in early learning research and presented data to executive board members to inform on product improvements.

SKILLS

Instructional & Learning

Design

Interviewing

Ethnography

Usability Testing

Data Analysis

Social Media

Web Design

Program Evaluation

Curriculum Development

Writing & Communication

International Consulting

SOFTWARE

SPSS

SQL

Microsoft Office Suite

G Suite

Adobe Suite

EDUCATION

Columbia University,

Teachers College

New York, NY

*MA, Developmental
Psychology*

Occidental College

Los Angeles, CA

BA, Psychology

Sesame Workshop | New York, NY

Curriculum Specialist | Jun 2005 - Aug 2008

- Participated in field research & usability kid testing at local inner-city schools
- Conducted usability research, data analysis, behavior coding, and collaborated on curriculum design.
- Supported research for Sesame Workshop programs: *Dragon Tales*, *Sesame Street*, *Pinky Dinky Doo*, and *Electric Company*.