

Ansaria J. Mohammed

Lead UX Researcher

Austin, TX · Open to contract and full-time · Remote

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Portfolio: ansaria.co — password on request

SUMMARY

Lead UX researcher, in the field since 2015, including six years at Turo. Teams bring me in when they need clarity they can act on, whether the decision is about pixels, strategy, or how the two connect. I look at how a problem or an opportunity sits in the system around it, which tells me what's worth studying and how deeply. At Turo the work outlived its projects: it reshaped how the company understood entire areas of its product and led to dedicated teams being formed. People kept reaching for it years later.

"Her insights have become part of company lore, underscoring the depth of her influence."

— Senior Director of Research, Turo

EXPERIENCE

Sabbatical · Nov 2024 – Present

Planned break after six years at Turo. Now returning to research work, contract and full-time.

Turo — Lead UX Researcher · Jan 2019 – Oct 2024

Promoted from UX Researcher → Senior UX Researcher (2021) → Lead UX Researcher (2023).

- Led end-to-end generative and evaluative research across both sides of the marketplace, directly influencing product strategy, roadmap priorities, and go-to-market decisions
- Created research frameworks and analyses that served multiple organizational levels, from tactical design decisions to VP and C-suite strategy, becoming foundational reference materials widely circulated for years
- Drove research on conversion blockers (trust, risk perception, pricing, booking friction) and post-booking experiences, uncovering insights that informed retention strategy and product roadmap
- Owned synthesis across fragmented data sources (support interactions, behavior logs, user interviews, surveys) to create coherent narratives that aligned cross-functional stakeholders
- Designed and facilitated workshops for prioritization, ideation, and alignment; taught the methods to PMs, designers, researchers, and my own managers
- Mentored designers and researchers through peer review and hands-on guidance, building team capability to independently run high-quality studies and think rigorously about research design
- Evaluated and selected research tools to support scale, data quality, and efficient execution across teams

AnswerLab — UX Research Assistant · 2016 – 2017

Supported qualitative studies for a dedicated UX research agency: lab and field setup (including 360-camera fieldwork), session notes, and diary-study data coding and cleanup.

CareerFoundry — UX Tutor · 2015 – 2016

Mentored career-changing students through an online UX design curriculum.

SKILLS & METHODS

Research: in-depth interviews · field research and contextual inquiry · diary studies (dScout) · moderated and unmoderated usability (UserZoom) · concept testing · surveys · card sorting · heuristic evaluation · support-contact and behavioral-log analysis · AI-augmented research workflows (Claude, ChatGPT)

Synthesis & facilitation: affinity mapping · journey mapping · problem framing · workshop design and facilitation

EDUCATION

Master of Human-Computer Interaction — Carnegie Mellon University, 2018