

JORDAN SAWYER

Senior UX Researcher & Product Strategist | Sawyer.JordanE@gmail.com

Senior UX Researcher and Product Strategist with 7 years of experience at the intersection of healthcare and consumer technology in B2B workflows and B2C products. I lead complex mixed-methods research across digital, AI, and emerging technology experiences, translating human and clinical needs into product strategies that make nuanced experiences more understandable, actionable, and trustworthy. Experienced partnering across Product, Design, Engineering, Clinical, and CX teams to identify opportunities, influence roadmaps, and improve customer experiences.

CORE COMPETENCIES

Research Strategy & Leadership: Research roadmap development, end-to-end mixed-methods research, generative and evaluative research, research operations

Product and Service Strategy: Opportunity identification, journey mapping, roadmap influence, prioritization, evidence-based decision making, customer experience strategy

Cross-Functional Collaboration: Product, Design, Engineering, Clinical, Customer Experience, Executive Leadership

AI & Emerging Tech: Human-AI interaction, AI product research, market and consumer research, trust and adoption, AI assisted research

EXPERIENCE

Senior UX Researcher

2022-2026, Regard, AI Medical Software Startup, <100 employees

- Led mixed-methods research across 3 major product versions and expansion to 5 medical specialties for an AI-powered clinical decision and documentation platform, uncovering how physicians interpret, trust, and act on AI-generated insights within complex EHR workflows.

RESEARCH METHODS

Ethnography
Contextual Inquiry
Diary Studies
Usability Testing
User Interviews
Focus Groups
Product Analytics
Survey Design
Task Analysis
Card Sorting
Journey Mapping

TOOLS

Figma
Claude Cowork
Claude Code
Amplitude
Datadog
NotebookLM

EDUCATION

Master of Arts,
Interaction Design,
University of
Delaware

Bachelor of
Science, Marketing,
University of
Delaware

- Led end-to-end research and iterative design for an LLM-powered medical assistant, translating clinician needs into a flagship product experience that became the primary interaction point with the platform and contributed to a 23% increase in user retention and utilization.
- Partnered with Product, Design, Engineering, Customer Experience, Clinical, and executive stakeholders to translate research findings into strategic recommendations that influenced product roadmaps, prioritization, and design decisions.
- Partnered with Provider Success to research and strategize implementation, onboarding, and training experiences, identifying opportunities to reduce friction and drive product adoption.
- Built and managed a research consultant panel that reduced participant recruitment time by 90% and developed scalable research processes that increased research velocity.
- Introduced AI-assisted research workflows that expanded synthesis capabilities and improved research efficiency.

UX Research & Strategy Consultant

2019–2022, C Space, Market and Consumer Research Agency

- **Meta | Emerging Wearables:** Conducted mixed-method research to understand consumer behaviors, expectations, and barriers to adoption across the emerging smart-glasses category, combining market research, diary studies and user interviews to identify opportunities for product positioning and feature development for the Ray-Ban Meta partnership.
- **Sunovion | VR Therapeutic Program:** Conducted longitudinal, in-home research evaluating a VR exposure therapy experience for adults with social anxiety, combining usability testing, diary studies, surveys, and user interviews to assess engagement, usability, user control, and perceived impact and identify opportunities to strengthen the experience ahead of clinical trials.
- **Google Waze | Onboarding & Driver Experience:** Conducted multi-phase mixed-method research with nearly 500 drivers, combining quantitative survey research, 1-on-1 onboarding interviews, and longitudinal video-diary studies across 3 rides to evaluate brand positioning vs. competitors and first-use friction; synthesized findings into driver mindsets and UX recommendations for progressive onboarding, UI decluttering, and feature personalization.