

## Laurie Delaney, Senior Technical Program Manager

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### PROFESSIONAL EXPERIENCE

**Synapse Energy Economics Inc.**, Cambridge, MA. *Senior Technical Program Manager*, May 2023 – Present

- Manage talent acquisition and recruiting efforts, resulting in successful hires of top-performing candidates
- Oversee the Energy Justice Intern program
- Support client management, developing and maintaining strong relationships with key stakeholders to ensure alignment with organizational goals
- Conduct project management training sessions, equipping employees with the skills and knowledge needed to successfully manage projects and meet deadlines
- Develop policies, processes, and procedures, to streamline operations and ensure compliance with client and organizational standards

**WEVO**, Boston, MA.

*Senior Director of Research & Customer Solutions*, September 2022 – April 2023

- Oversaw evaluative user research studies that provide statistically significant, actionable insights to some of the world's most recognized companies across a variety of industries
- Managed the daily workflow of the research design and survey fielding teams to ensure the delivery of study results within an expedited 12-day window
- Created and implemented new processes to enhance the quality of insights, reduce human error, and improve the delivery speed of studies
- Drove continuous refinement of platform by synthesizing client feedback and collaborating directly with the product and engineering teams to create impactful new features
- Led product and methodology training for the Sales and Marketing teams to equip them with the necessary knowledge to contribute to WEVO's growth with precision and confidence
- Served as the lead researcher for four long-term projects designing bespoke UX metrics for our largest clients
- Participated in helping file WEVO's first five patents relating to automated language and data curation models
- Helped create WEVO's customer knowledge base materials and conduct workshops to empower WEVO users to maximize their use of the WEVO platform

*Director of Research & Customer Solutions*, August 2021 – September 2022

*Insight Analyst*, April 2021 – August 2021

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**Ames Studio**, Boston, MA. *User Experience Research Consultant*, February 2017 – March 2021

- Worked directly with the Principal and Founder, Dr. Beth Altringer, on in-house and client-based user experience research and behavioral science projects from proposal stage to final deliverables

**The Desirability Lab**, Harvard University - Cambridge, MA. *Senior User Experience Research & Teaching Consultant*, February 2017 – August 2020

- Co-led large longitudinal human-centered design and behavioral science research projects involving ethnographic field research, coding and quantifying qualitative data, data cleaning integration of complex data sets, and final stage preparation and review of deliverables
- Led cross-functional teams of student and professional researchers on multiple concurrent projects to ensure work was completed on time and within scope
- Created a breadth of written content such as academic papers, case studies, course material, podcast scripts to share research findings, design theories, and methodologies
- Assisted with teaching, course design, lesson planning, and content creation for project-based design, innovation, and behavioral science courses at Harvard School of Engineering and Applied Sciences, Business School, and the Graduate School of Design

## **EDUCATION**

**Northeastern University**, Boston, MA.

Master of Arts in Political Science, 2016

**Bridgewater State University**, Bridgewater, MA.

Bachelor of Arts in Political Science, minor in History, 2009

*Resume updated May 2023*