

Victoria Gertel Esposito, PhD

Sr. UX Researcher | Mixed Methods & Strategic Research | Cognitive Psychologist

[LinkedIn](#) • [Website](#) • victoriagertel@gmail.com • (845) 518-0840 • New York

SUMMARY

Senior UX Researcher and Cognitive Psychologist with 10+ years of experience leading end-to-end qualitative and quantitative research. Skilled at independently defining research objectives, comprehensive research plans, and employing AI to streamline workflows for both generative and evaluative testing phases aligned with short- and long-term business needs. A collaborative partner to stakeholders by translating complex findings into easy-to-understand stories, actionable design recommendations and opportunities for innovation. Expertise working on enterprise and e-commerce products in fast-paced, agile environments at Fortune 50 companies.

PROFESSIONAL EXPERIENCE

UX Researcher

Verizon (Contract via Insight Global) | June 2026 – Present

- Develop and execute research projects and programs on the Customer Market Insights team to understand customer needs, expectations, and behaviors aligned to in-store shopping experiences by uncovering pain points and informing design experiences using a variety of qualitative and quantitative methods.
- Conduct in-store field research with customers and employees on the new Verizon Simplicity plan and loyalty programs, including Verizon Dollars and Verizon Shine to understand customer reception and alterations in employee sales tactics and workflows.

Senior UX Researcher

Lowe's Companies, Inc. | July 2022 – April 2026

- Developed and maintained research roadmaps for 3 multidisciplinary UX teams as part of the post-purchase team that included digital e-commerce products serving 5M+ monthly users and operational software products used by 5,000+ associates across 1,700+ store locations.
- Built and implemented a custom GPT-powered research repository to centralize research data and insights, which enabled self-serve access for non-researcher partners and reduced duplicated research efforts, decreasing insight extraction and curation time from several hours to minutes.
- Conducted primary research at all stages of product development from discovery to delivery, including leading 12+ discovery initiatives and 40+ evaluative tests across customer and enterprise systems using various research methods, including semi-structured interviews, concept testing, card sorting, surveys, and ethnographic field research.
- Created 5+ journey maps and service blueprints to model complex operational workflows for store fulfillment teams that revealed breakdowns between user mental models, system constraints, and task completion processes that contributed to operational and business risks, including increased product shrink, increased role turnover, increased cancellation rates, and decreased customer satisfaction scores.
- Translated complex qualitative and quantitative findings into compelling executive narratives that directly influenced product investment decisions, including securing executive leadership buy-in for a full redesign of the store fulfillment app used by 5,000+ associates nationwide.
- Managed and expanded a UX research participant pool used by 15+ UX researchers from 6 store locations and 120 store associates to 12 store locations and 240 store associates, through close coordination and collaboration with store managers and store operations partners.

Graduate Research Scientist

The Pennsylvania State University | August 2016 – May 2022

- Led 4 end-to-end mixed-methods research projects examining how cognitive factors, including working memory, executive functioning, and attention, influence behavioral performance across the adult lifespan (ages 18–80+), producing 4 datasets spanning 320 participants with 25+ data points per participant.
- Communicated complex and ambiguous data to convey research findings and implications, resulting in 6 peer-reviewed publications and 9 presentations.
- Designed and executed 13 experimental tasks using a variety of methods, including survey methods, task success ratings, time-on-task measurement, and cognitive neuroscience paradigms, demonstrating strong analytical skills and methodological precision across ambiguous research questions.
- Recruited and managed 500+ participants (ages 18–80) over 8 projects, ensuring ethical compliance and effective screening, resulting in high-quality data across diverse participant populations.

RESEARCH METHODS & TOOLS

Research Methods: Qualitative research, quantitative research, end-to-end research, semi-structured interviews, ethnographic studies, jobs to be done, user journeys, surveys, usability tests, survey design, in-field user research, behavioral analytics, concept & prototype testing, contextual inquiry, moderated and unmoderated research studies

Analytical Skills: Qualitative synthesis, quantitative analysis, complex dataset interpretation, evidence-based recommendations, data literacy, R, RStudio; familiarity with analytics dashboards

Remote Testing Platforms: UserTesting, Dscout, Maze, Optimal Workshop, Qualtrics

AI & Productivity Tools: Custom GPT/AI-augmented research repository, ChatGPT, Microsoft Copilot, Claude

Collaboration & Artifacts: FigJam; study plans, research reports, personas, journey maps, service blueprints, executive leadership presentations

EDUCATION

PhD, Cognitive Psychology — The Pennsylvania State University (2022)

M.S., Cognitive Psychology — The Pennsylvania State University (2018)

B.S., Integrative Neuroscience, Minor in Anthropology — Binghamton University (2016)