

Tori Moline

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Brand Statement

Senior User Experience Researcher with 5+ years of experience leading mixed-methods research, from focused two-week sprints to long-term initiatives, across education, e-commerce, banking, and healthcare projects. Skilled at translating ambiguous questions into actionable insights through interviews, usability testing, surveys, and behavioral research, while partnering cross-functionally to inform product decisions. Experienced in building UXR practices, training researchers, and advancing accessible, human-centered experiences.

Skills

- Exploratory Research, Explanatory Research, Qualitative Methods, Quantitative Methods, Mixed Methods- , Turning Findings into Insights, Cross Functional Collaboration, Accessibility, Information Architecture, Training Jr. Researchers, Research Consulting, Project Management, Usability Testing, Customer Interviews, Stakeholder Interviews, Competitor Research, Focus Groups, Journey Mapping, A/B Testing, Survey Design, Card Sorting, Benchmarking, Diary

Experience

Blazer (formerly Brooks Bell)

Jul 2021 - Apr 2025

Senior User Experience Researcher

RALEIGH/REMOTE

- Led end-to-end exploratory and explanatory research initiatives for a diverse group of clients, including education, e-commerce, and banking, translating findings into insights that enhanced user engagement and satisfaction
- Conducted both long-term research and two-week mixed-methods research sprints, delivering presentations tailored to product stakeholders and other decision-makers
- Established and managed a client's first UX research practice through training, conducting research, and research consulting, resulting in widespread internal adoption of UX research

Dipt

Nov 2020 - Oct 2020

User Experience Researcher/Designer

NYC/REMOTE

- Contributed to the first UX team focused on creating an MVP for a web design showroom
- Conducted customer interviews, competitor research, and usability testing to inform product and design decisions
- Participated in design studios, wireframing, and prototyping

General Assembly UX Immersive

Aug 2020 - Nov 2020

User Experience Research/Design Fellow

BOSTON/REMOTE

- Completed a full-time immersive UX research and design course focused on applying human-centered design principles and best practices through in-class and personal projects
- Projects included research, design, testing, and presenting across such verticals as healthcare, food service, education, and retail

Origins, Stilisti Salon, Urban Outfitters

Sep 2014 - Jan 2020

Manager

BOSTON

- Managed daily operations and customer experience at a \$400k/year skincare store, an award-winning Newbury St salon, and a high volume Faneuil Hall retail store

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Sep 2014 - Jan 2018

Costume, Hair, and Makeup Designer

BOSTON

- Supported 6+ in-house and regional productions per year as a researcher, designer, design liaison, and artist for costumes, hair, and makeup, including presenting at shows nominated at the Kennedy Center and United States Institute for Theatre Technology

Education

International Association of Accessibility Professionals

Certified Professional in Accessibility Core Competencies

General Assembly UX Immersive

UX Fellow

University of Massachusetts Boston

Bachelor of Arts, Sociology

- **Achievements:** Graduated magna cum laude

University of Massachusetts Boston

Bachelor of Arts, Theatre Arts

- **Achievements:** Graduated magna cum laude