

# Sam Lapscher

## Senior UX Research & Design Leader

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Strategic UX research and design leader with 9+ years of experience partnering with Fortune 500 companies including MetLife, Capital One, JPMorgan Chase, and Cigna to translate customer insights into product strategy and measurable business impact. Skilled in leading end-to-end mixed-methods research, scaling ResearchOps processes, and owning UX design execution from discovery through delivery. Known for uncovering the story behind user data, aligning cross-functional teams around a clear vision, and mentoring designers and researchers through hands-on coaching. Seeking a senior or manager-level role in UX Research or Design.

### EXPERIENCE

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#### Terakeet

10/2020 – 07/2026

*Digital marketing agency improving traffic and conversions through human-centered SEO, content, and UX strategies.*

#### Lead UX Design & Research Manager

06/2023 – 07/2026

- Drove UX strategy and research for Fortune 500 clients in financial services, credit cards, health insurance, and legal, aligning design, CRO, and research initiatives with business KPIs such as traffic, app engagement, and downloads.
- Managed 3–4 stakeholders per project, along with timelines, recruiting, and synthesis across concurrent research and design initiatives.
- Redesigned a branded pet health insurance coverage and exclusions page, restructuring content to highlight covered illnesses, wellness, and preventative care, improving component scannability and scroll depth, and sharpening CTA language with a more prominent above-the-fold placement. The redesign increased quote starts by 4.7% and quote completions by 126%.
- Led end-to-end discovery research, managing recruiting, timelines, moderation, and synthesis for 20 one-hour JTBD interviews. Uncovered emotional and social drivers in financial decision-making and translated findings into “help me” statements and journey maps that informed content strategy and product page updates, with those insights shaping 25% of future content priorities.
- Designed and executed mixed-method research using card sorting, tree testing, usability studies, and JTBD to uncover navigation and content gaps; delivered recommendations that led to shipped IA redesigns, product page updates, and an insurance calculator component that increased click-through rate by 19%.
- Presented research findings and strategic recommendations to internal teams, client stakeholders, and executives. Managed the research repository in Condens to centralize insights and cut down on repetitive research, giving the team grounds to push back on redundant requests and informing two studies with deeper persona knowledge drawn from existing findings.
- Coached and mentored four UX designers across junior to senior levels, strengthening research, design, and communication skills. Guided one junior designer to independently plan, run, and analyze qualitative studies, and supported a senior designer’s promotion into a lead role through coaching on client communication, scoping, and mentorship.

#### Senior UX Product Designer

09/2021 – 06/2023

- Owned end-to-end UX design for four internal products, from discovery research (usability studies and contextual interviews) through prototyping, visual design, and implementation, to deliver solutions for monitoring client reputation and online brand presence.
- Led five research studies on a legacy internal product. Uncovered gaps in data visualization and data accuracy that impacted client relationships, translated insights into roadmap priorities, and validated design improvements.
- Spearheaded cross-functional collaboration through workshops with product, engineering, design, and data science to define key questions and improvements for upcoming sprints, leading to a prioritized UX roadmap.
- Drove implementation quality by collaborating with product managers and developers on design reviews, interaction patterns, and technical specifications; ran user acceptance testing in the QA environment before development, reducing defects reaching the dev environment by 50%.

- Advocated for UX research on internal products by training junior UX designers, engineers, and PMs to integrate research into sprints, leading to UX research adoption across all four products, including usability testing every other sprint cycle.

## Cigna

02/2020 – 10/2020

### UX Researcher / Research Ops

- Drove an organizational culture shift from product-focused to user-centered design through educational workshops for developers, product teams, and business stakeholders.
- Conducted usability studies, user interviews, and a prioritization survey to gather feedback from 30 users and drive design decisions, leading to a robust tile framework supporting consultants in the health insurance space.
- Led usability studies to measure speed, accuracy, and overall usability of a data selection component; consulted on a usability test measuring icon recognition and began identifying users' schemas relative to charts and table visuals.
- Developed and implemented the initial research intake and archive process supporting 28 designers by creating a centralized library of key insights and guidelines, streamlining study preparation through standardized templates and methods.

## Citrix Systems

09/2017 – 01/2020

### Technical Consultant

- Conducted contextual interviews to define user groups, needs, goals, and pain points regarding the logon process.
- Created process flows that integrated user goals into a streamlined experience, reducing time/clicks to log on by 60%.
- Developed a testing plan and led a team of executives, administrators, and infrastructure consultants to improve log-on performance by 33% and resolve File Explorer and Office crashes through controlled tests.

## EDUCATION

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**General Assembly:** UX Certificate, User-Centered Design and Research Methods, 2020

**University of Florida, Gainesville, FL:** B.S., Industrial and Systems Engineering, 2017

## SKILLS

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**Leadership & Collaboration:** Cross-functional Collaboration, Client Relationships, Executive Presentations, UX Roadmap Prioritization, Team Building & Mentoring, Stakeholder Management, Delegation, Workshop Facilitation

**Research Strategy:** Qualitative & Mixed-Methods Research, JTBD Interviews, Usability Testing, User Interviews, Heuristic Analysis, Card Sorting, Tree Testing, Surveys, A/B Testing, Pre/Post Analysis, Journey Mapping, Data Analysis, Conversion Rate Optimization, Thematic Analysis

**Research Ops:** Participant Recruitment, Intake Processes, Research Repository Management, Study Templates, Stakeholder Alignment

**UX Design:** Wireframing, Rapid Prototyping, User Flows, Site Mapping, Design Systems, Content Organization, Navigation Design, Accessibility, Visual Design (Color, Spacing, Layout/Composition), Agile Sprints

**Tools:** Figma, Dovetail AI, Optimal Workshop, Maze AI, Condens, Respondent, Google Analytics, Zeplin, Jira, Trello