

Zoë C. MELEO-ERWIN, PhD, MA

New York, N.Y. | [LinkedIn](#) | [Website](#)

RESEARCH LEADER

As both an **interdisciplinary social scientist** and an **impact-oriented applied researcher**, I **pivot easily** between evaluative and strategic research; scope, plan, and execute both short-term and long-term projects; juggle and prioritize simultaneous, competing studies; and **deliver deep insights on highly complex ambiguous topics** to stakeholders. **Collaboration is my superpower.** I bring my cross-functional partners right at the start and keep them in lockstep with me throughout my studies.

KEY SKILLS & EXPERTISE

- Methodological expertise: In-depth interviews, ethnography (online and in-person), literature reviews, concept testing, contextual inquiry, card sorts, diary studies, task flows, user journeys
- Software Dedoose, MAXQDA, NVivo, ATLAS.ti
- Platforms: UserTesting, UserZoom, DScout, Optimal Workshop, FigJam, Miro, Zoom
- Creation, prioritization & management of research roadmaps
- Triangulation of multiple methods in single studies
- Generative, evaluative, strategic & competitor research
- Leading research teams
- Shaping research best practices and protocols
- Project management of vendor partnerships
- Partnering with data science, marketing, and quantitative research to pair and align findings
- Training, coaching, and mentoring junior researchers
- Working knowledge of quantitative research methods and understanding of when to utilize them
- Seasoned storyteller
- Tailoring user research findings to suit diverse stakeholders and senior leadership

RELEVANT EXPERIENCE

JP Morgan, New York, N.Y.

August 2023 - Present

Lead UX Researcher

- Lead the effort to stand up a robust UX research practice within a highly complex, technical, and business-critical space encompassing 7 product lines and 34 credit risk financial products
- Delivered recommendations on two new, high-priority products, **actively shaping Q4 product and design decisions as well as 2024 Q1 product roadmaps**
- Collaborate with UXR team to implement a Corporate Technology org research review process aligned with firmwide data use policies
- Mentor a junior researcher on generative and evaluative research best practices

Meta, New York, N.Y.

January 2022 - July 2023

Staff Qualitative UX Researcher

- Prioritized and successfully managed simultaneous research projects across product teams
- Led, scoped, and executed high-priority research on ambiguous and complex product spaces
- Generated valuable insights that played a pivotal role in enabling primary team to meet or surpass 2022 goals and deliver statistically significant gains on multiple proxy and core app metrics

- Guided primary team's **roadmap investment** in product areas as well as divestment in areas shown to have low product-market fit
- Persuaded primary team to refocus 2023 **product strategy and roadmap** on two distinct user populations
- Shaped primary team's decision to include quality measures in a gamification product based on the identification of cross-team research findings on creator safety and well-being
- Inspired primary team's decision to up-rank key user segment in a comment ranking algorithm
- Motivated secondary well-being team to overhaul a major moderation tool, implement enhancements to a critical comment ranking algorithm, and nomenclature changes to a comment sorting tool
- Accelerated monetization team's investment in an affiliate product, **generating substantial transactions and revenue** for both creators and the Facebook app during the alpha phase
- Initiated revisions of the Facebook Creator org research review process based on UXR feedback, **resulting in enhanced rigor and efficiency**
- Refreshed and expanded vendor partner's panel to better serve Creator org research recruitment needs
- Oversaw a contract user researcher, ensuring **timely and high-quality work delivery**
- Championed Diversity, Equity, and Inclusion (DEI) within Facebook App Research, boosting a key DEI training rate across the Creator org and successfully integrating DEI content into org offsites

Meta via PRO Unlimited, New York, N.Y.

May 2021 - January 2022

Contract UX Researcher

- Conducted end-to-end qualitative research on Instagram and competitor platforms, impacting product roadmaps and decisions for Instagram Stories and Marketing Science Research teams
- Created multiple literature reviews using internal Facebook research, external academic, and market research delivering insights on priority populations to diverse Meta ads teams

William Paterson University, Wayne, N.J.

September 2016 - January 2022

Assistant Professor of Public Health

- Led multiple qualitative and mixed-methods research teams
- Authored 19 peer-reviewed journal articles, substantially informing other investigations ([~980 citations](#))
- **Self-recruited all research participants for qualitative studies**
- Presentation of research studies to diverse audiences
- Partnered with cross-functional team to collect qualitative and quantitative data on LGBTQIA+ student experiences leading to campus policy change and programming implementation
- Collaborated with colleagues to develop and implement a new Master's in Public Health (MPH) program
- Drove departmental strategy via the assessment of academic program outcomes
- Supervised the culminating theses of doctoral and undergraduate honors students (3)
- Trained, mentored, supervised, and collaborated with student research assistants (9)
- Taught the research methods, research ethics, and critical thinking skills to BS students (8 different courses); developed a qualitative research graduate-level (MPH) course

EDUCATION

Graduate Center, CUNY, New York, N.Y.

Doctor of Philosophy (PhD), Sociology

School of Professional Studies, CUNY, New York, N.Y.

Master of Arts (MA), Disability Studies

Smith College, Northampton, M.A.

Bachelor of Arts (BA), Psychology & Anthropology