

Christina *(Christie)* Noonan

Mixed-methods UX leader and product strategist with 10+ years of driving high-impact decisions; built frameworks at Google influencing \$2M+ in investments, scaled Waze's consumer research from 0→1 for millions of users. Now, I'm defining what fast, quality research looks like in the age of AI.

FINTECH & PAYMENTS

HEALTHCARE

CONSUMER TECH

MAPPING & NAVIGATION

AI / ML PRODUCTS

B2B SAAS

INVESTMENT BANKING

GLOBAL UX

Research isn't a deliverable. It's a decision accelerator.

A finding no one acts on is just interesting trivia.

Building research culture is the real 0→1.

noonan.christina@gmail.com

christinanoonan.com

...or christiemoonan.com

I respond to both, and my portfolio does too!



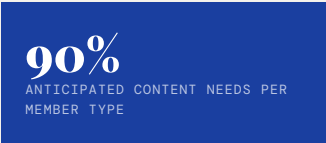
Redesigning Information Access for 160+ Hospitals

Visit the live site at www.gnyha.org

METHODS: COMPETITIVE AUDIT · 1:1 INTERVIEWS · CARD SORTING · SITE ANALYTICS · MEMBER SURVEY · IA DESIGN

THE PROBLEM

The Greater New York Hospital Association serves 160+ member hospitals. All communications were flat PDFs, pushed via manual email blasts. The website had three separate search bars returning different results, and a site architecture built around internal org structure rather than how members actually thought about their work.



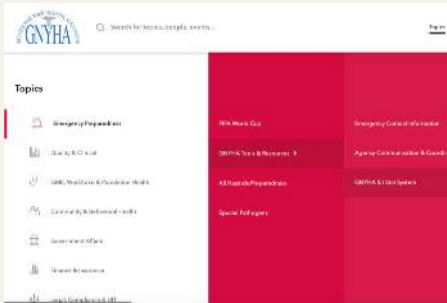
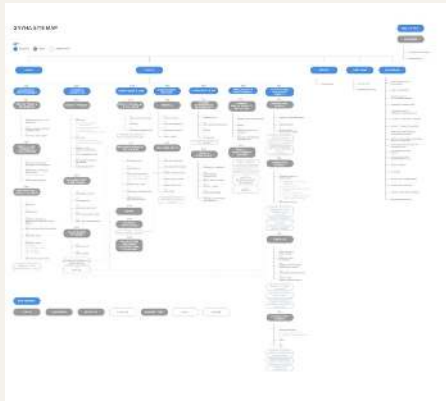
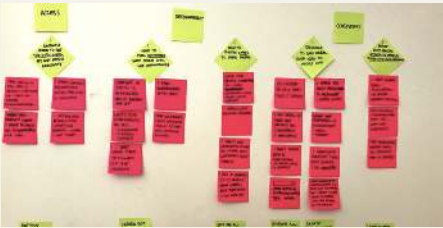
The pivot: *What started as a website redesign request became a full communication, content, and access strategy overhaul once research revealed the root problem wasn't visual design. It was information architecture and publishing flow.*

THE RESEARCH

Competitive and analogous audit across the healthcare association landscape, followed by one-on-one interviews spanning the full organizational ladder. Findings triangulated with site analytics, a large-scale member survey, and card sorting exercises with SMEs at every level.

THE SOLUTION

A **Dewey Decimal-inspired topic architecture** reorganized over 2,000 content items into user-validated categories. 22 distinct member types were mapped, enabling the site to anticipate approximately 90% of what any member might need before they searched.



Compliance Through the Visualization of Financial Markets

METHODS: GENERATIVE RESEARCH · EVALUATIVE RESEARCH · WORKFLOW MAPPING · MENTAL MODEL MAPPING · VISUAL SYSTEMS DESIGN

THE PROBLEM

Financial compliance officers at major institutions review enormous volumes of trading activity to detect manipulation. Existing tools were slow, generated overwhelming false positives, and imposed no consistent workflow.

10-100X
REDUCTION IN FALSE POSITIVE
EVENTS REQUIRING REVIEW

The pivot: Research revealed no single workflow would work. Every institution had different standards, every officer had personal preferences shaped by years of habit and hardware configurations. The design had to get out of their way, not prescribe a new way.

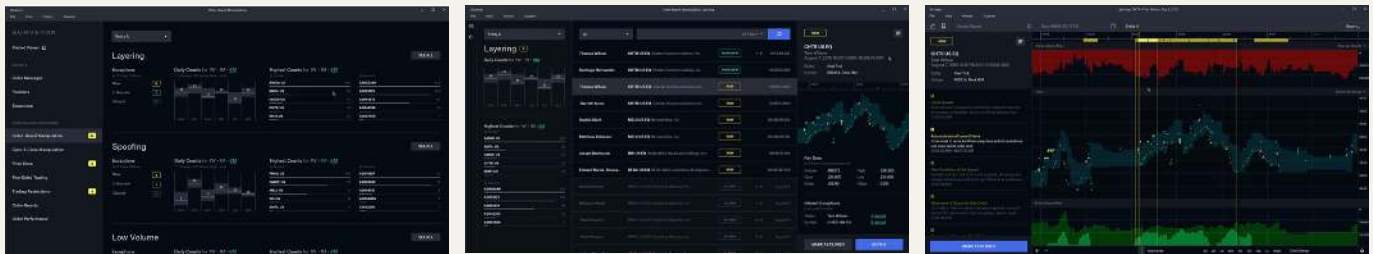
20
DISTINCT EVENT TYPES WITH
UNIQUE VISUAL REPRESENTATIONS

THE RESEARCH

Generative and evaluative research mapped existing workflows and mental models. The key finding: **no officer worked the same way**, and any product that assumed otherwise would fail.

THE SOLUTION

A surveillance platform gave compliance officers full market order data visualization with unique representations for **20 distinct event types**. A visual interface modeled on an email inbox made event review feel familiar. Each flagged event paired with a natural-language story panel. False positive review volume reduced by **10 to 100x**.



Building Community for Young Adult Cancer Patients

METHODS: IN-DEPTH INTERVIEWS · SECONDARY RESEARCH · AFFINITY CLUSTERING · PRODUCT STRATEGY

THE PROBLEM

Young adult cancer patients occupied an uncomfortable in-between space: too young to relate to older patients, too sick to maintain normal relationships. They were isolated, overwhelmed with clinical information delivered in formats designed for adults twice their age.

51
INTERVIEWS ACROSS PATIENTS,
CLINICIANS, AND CAREGIVERS

3
CORE USER NEEDS THAT DROVE THE
ENTIRE PRODUCT STRATEGY

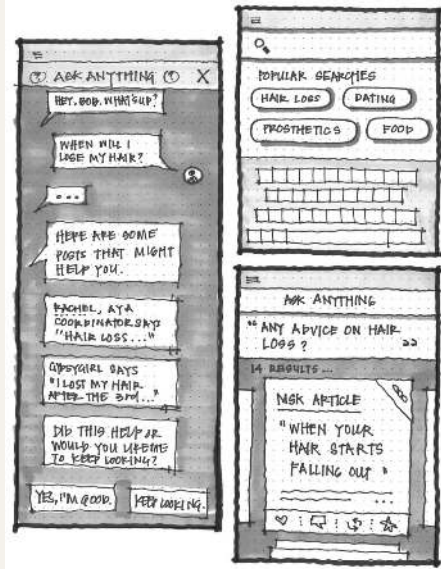
The pivot: *The original brief asked for a digital offering. Research revealed the deeper problem was isolation and loss of identity. The product strategy shifted from information delivery to community and normalization.*

THE RESEARCH

51 interviews with patients, oncologists, caregivers, social workers, nurses, and educators. Secondary research across seven domains. Three core needs emerged: **Normalization**, **Connection**, and **Information**.

THE SOLUTION

A 10-feature mobile application prioritized curated content, privacy controls, and peer connection over volume. The app also inspired a complementary physical space based on research that still exists within the hospital today.



Research Strategy for a Financial Data Intelligence Platform

METHODS: SME INTERVIEWS · CONCEPT TESTING · PRODUCT STRATEGY · JOURNEY MAPPING

THE PROBLEM

A major financial data platform was transitioning from an internal analyst tool to a client-facing product. Analysts struggled to formulate precise research questions, the platform was rich with data but hard to navigate, and the business needed to protect proprietary data while building user trust.

The pivot: *SME interviews surfaced that the problem wasn't the interface. Analysts didn't know how to ask the right questions. The product needed to educate users without making them feel judged, and surface connections they didn't know to look for.*

4
RESEARCH THEMES SURFACED THROUGH SME INTERVIEWS

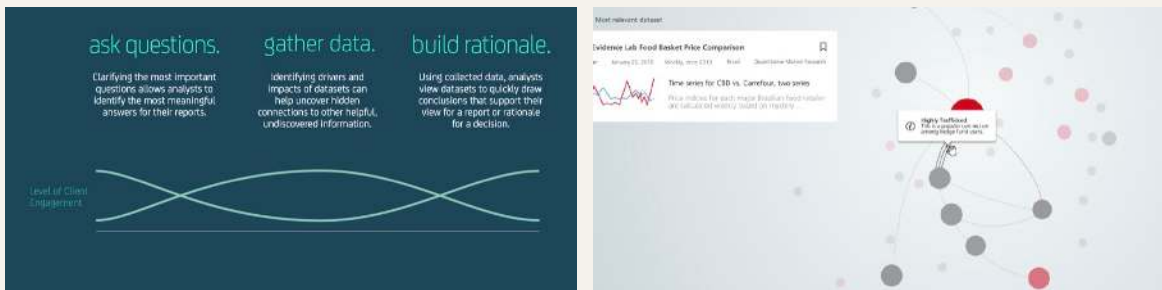
2
DISTINCT PRODUCT CONCEPTS DEVELOPED AND VALIDATED

THE RESEARCH

Through interviews with subject-matter experts, four themes emerged: **Education**, **Exploration**, **Staying Informed**, and **Trust**. Each became a validated product concept direction.

THE SOLUTION

Two primary concepts developed and validated: a **Concierge model** guiding analysts toward better questions through non-judgmental real-time suggestion, and a **Facilitated Exploration model** connecting analysts to unexpected relevant data through a visual network map.



Field Research: Mumbai, IxDA, and the Disposition of Going There

METHODS: CONTEXTUAL INQUIRY · IN-HOME INTERVIEWS · AFFINITY CLUSTERING · CONCEPT PROTOTYPING · WORKSHOP DESIGN

HEALTHCARE INNOVATION IN MUMBAI

Working with a major conglomerate entering the healthcare market, co-lead a five-person team conducting **9 contextual interviews, 7 in-home**, across students, doctors, professionals, and married individuals throughout Mumbai.

9
IN-CONTEXT INTERVIEWS, 7
CONDUCTED IN-HOME ACROSS
MUMBAI

IxDA
SELECTED WORKSHOP FACILITATOR
AT INTERACTION17

The pivot: *We arrived expecting to apply familiar health-tracking frameworks. The research showed Indian urban youth measure health almost entirely through qualitative signals—"feel" and "look"—not the quantitative metrics Americans default to. That single finding reoriented the entire product strategy.*

TEACHING CONTEXTUAL RESEARCH AT IxDA

Selected to design and lead a workshop at **Interaction17**, the global IxDA conference in NYC. Gave 15 practitioners a framework for contextual research (See / Probe / Experience), hands-on fieldwork, and a take-home reference booklet. The goal: before you design, go there.

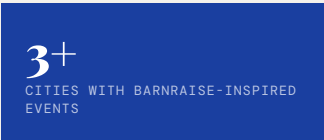


BarnRaise: A Participatory Conference That Beters the Community

METHODS: CO-DESIGN · CONTEXTUAL INQUIRY · CONCEPT PROTOTYPING · BUSINESS MODEL CANVAS · WORKSHOP DESIGN

THE MODEL

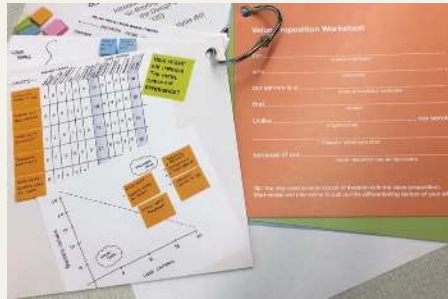
BarnRaise introduced a modified conference structure spanning two and a half days that connected creative organizations within a city to address one social challenge collectively. Five design firms partnered with five community organizations to conduct rapid contextual research, prototype solutions, and present deliverables at a public exhibition.



The pivot: *Traditional conferences put people in chairs to watch speakers for days. We paired local nonprofits hungry for innovation support with conference-goers who learn best by doing. Everyone builds, everyone learns, and local communities walk away with real strategy.*

THE IMPACT

The inaugural 2014 event in Chicago focused on urban safety and access to care. BarnRaise continued for several additional years, expanding to new cities and contexts, each iteration adapting the model to local communities and challenges.



The Journey

A thread runs through every role: find a problem no one has fully understood yet, build the infrastructure to understand it, and leave something that outlasts the project.

2025-
Present

Google

SR. UX RESEARCHER / GOOGLERUX

Spearheading qualitative research informing AI tool adoption. Defining quality metrics for AI-assisted researcher workflows, informing cross-PA build-vs-buy decisions.

2022-
2025

Google

SR. UX RESEARCHER / UX INFRASTRUCTURE

Defined shared user archetype framework across 5+ teams. Designed 3,000-person longitudinal survey informing \$2M+ in tooling spend. Led contextual research for global UX facility design, earning a Google UX Award.

2019-
2022

Waze / Google

UX RESEARCHER / CONSUMER PRODUCT

Built team research culture from 0→1. Led foundational consumer research for the Pre-Drive experience for millions of DAUs. Contributed to monetization, Carpool, and internationalization strategies.

2017-
2018

Signal Noise / The Economist Group

PRODUCT STRATEGIST

End-to-end product strategy for financial industry clients including investment banks and data platforms.

2017

Wondersauce

UX DESIGNER / B2C

Launched the company's first in-house UX research testing lab, establishing its first formal Voice of Customer capability.

2015-
2017

Moment

SENIOR UX DESIGNER / B2B

Paired generative and evaluative research with formalized UX deliverables. Key clients included AMEX and JPMorgan Chase (5 design patents).

EDUCATION

M.Des, Institute of Design

ILLINOIS INSTITUTE OF TECHNOLOGY, CHICAGO
Human-Centered Design Research & Strategy

B.Arch, Architecture

ILLINOIS INSTITUTE OF TECHNOLOGY, CHICAGO
Minor in Psychology

RECOGNITION

Google UX Award

Environmental / Installation category. Global UX facility design research from England to Japan.

5 Design Patents

UI design language patents for JPMorgan Chase Bank.

Published Practitioner

Cited in the forthcoming 2nd edition of "101 Design Methods" by Vijay Kumar. Selected workshop facilitator at IxDA Interaction17.

