

# Grace E. Fletcher De Nier

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## Summary

Research leader trained in global health and anthropology with a passion for making products, projects, and processes work better for all people

## Methods

- In-depth interviews
- Ethnography
- Focus groups
- Participant observation
- Process and journey mapping
- Design and concept testing
- Usability testing
- Competitive analysis
- Persona development
- Survey development
- Statistical interpretation
- A/B testing
- Randomized control trials (RCTs)
- Net Promoter Score (NPS)

## Languages

English (native)  
Spanish (fluent)  
Portuguese (beginning)  
K'iche' and Kaqchikel Maya (beginning)

## Tools and Certifications

Qualtrics, RedCap, SurveyMonkey, STATA, MAXQDA, UserZoom, User Testing, UserInterviews, Lookback, Optimal Workshop, MS Office, Jira, Confluence, WordPress, LucidChart

PMD Pro (Project Management for Development), Level One certified

## Interests

Travel  
Food and Cooking  
Puzzles and Games  
Science Fiction

## Work Experience

**Director, Research, Chief**, San Francisco, 9/2022 – present

- Starting the research practice at Chief, a Series B startup, from scratch
- Hiring, managing, and developing a team of researchers
- Generating enthusiasm for research and user experience across all levels of the business
- Setting a global research strategy and ways of working collaboratively with stakeholders
- Personally executing key foundational research on member engagement and retention

**User Experience Researcher**, Verily (Google Life Sciences), San Francisco, 12/2021 – 8/2022

- Built products to support communities of patients, providers, and staff in clinical trials
- Championed user-centric, collaborative, and joyful culture; supported junior researchers

**Senior Research Program Manager**, LendingClub, San Francisco, 3/2021 – 11/2021

**Research Program Manager**, 3/2020 – 3/2021

**Design Researcher**, 4/2019 – 3/2020

- Led research for key verticals, focused on increasing conversion and launching products
- Drove partnership with Duke University to bring behavioral experiments into products
- Created a ResearchOps practice, including a net-new Rolling Research program
- Regularly recognized for engaging readouts, taking initiative, and connecting the dots

**User Experience Researcher**, One Drop, Nashville, 9/2017 – 11/2018

- Ran qualitative/quantitative user research at startup tackling health data management
- Operationalized research approach for company, including panel and research roadmap

**Project Manager**, Turner Family Center for Social Ventures, Nashville, 3/2016 – 5/2017

- Designed, implemented, and evaluated immersive experiences to expose students to market-based approaches to poverty alleviation both internationally and domestically

**Qualitative Researcher**, Vanderbilt University Medical Center, Nashville, 8/2015 – 5/2017

- Collaborated with physicians and scientists to conduct formative research on pregnancy
- Evangelized the value of qualitative user research to diverse stakeholders

**Research and Global Health Consultant**, freelance, 5/2015 – 5/2017

*Selected projects include:*

- Program evaluation and service design, Wuqu' Kawoq I Maya Health Alliance, Guatemala
  - Overhauled tools and research process for country's largest non-profit healthcare system
- Partnerships and business development, Concern Worldwide, New York City
  - Developed private-public partnerships for \$42M maternal-child health program in Africa

**Workshop Facilitator**, Nashville Public Library Foundation, 8/2013 – 3/2016

- Conducted 100+ workshops in Spanish for community outreach efforts to Latino families

**Research Project Coordinator**, Vanderbilt University, Nashville, 2/2012 – 5/2017

- Managed daily operations and team of 20 for \$10M randomized control trial to evaluate innovations in special education for 1000+ students in 15+ urban public schools

## Education

**Vanderbilt University, MPH (Global Health) and MA (Latin American Studies)**

- Leadership: speaker, Flexner Dean's Lecture; case writer, Global Health Case Competition

**Davidson College, BA (Interdisciplinary Social Sciences and Spanish), cum laude**

- Leadership: editor, travel magazine; study abroad in Perú; chair, Women's Leadership Conference