



Austin Mills Anderson
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Skilled in

Qualitative Research
Quantitative Research
Mentorship
Storytelling
Rapport Building
Synthesis Facilitation
Insight Generation
Workshop Design
Presentation Design
B2B/B2C Consulting
Executive Presence
Strategy Development
Project Management
Content Strategy
Concept Testing
Adobe CS
Illustration
Figma

Education

B.F.A. in Communication Arts
Virginia Commonwealth
University

User Experience Course
General Assembly

Experience

Square | Senior UX Researcher | November 2021-Present

As Research Lead for the Payment Platform team, I led a dynamic research practice and closely collaborated with cross-functional teams (e.g., design, engineering, and marketing) to unearth strategic business and customer experience opportunities.

- Equip teams across disciplines with tools and practices to autonomously conduct their own research and ensure they have clarity around best practices.
- Lead exploratory research, leveraging the discovery of previously unseen opportunities and assessing the potential returns on further investments.
- Orchestrate high-impact planning sessions with the organization's leadership to foster alignment and crystallize our shared vision.
- Drive full-circle research sprints that deepened the company's understanding of our sellers, culminating in actionable outputs that impact design decisions.
- Transform complex research findings into accessible formats—from compelling written narratives to immersive workshops—ensuring comprehensive applicability and fostering a culture of informed decision-making.
- Mentor junior researchers and designers, guiding them through the nuances of human-centric design.

Salesforce | Innovation Consultant, Research | December 2018-October 2021

As part of Salesforce Ignite, I partnered with their most ambitious customers to co-create their strategic vision and customer experience by transforming research into compelling, actionable insights that impact both customers and employees.

- Scoped fast-paced client projects based on research, design, and strategy needs so that work is sustainable for teammates.
- Orchestrated in-depth analysis of both primary and secondary research with partners to create empathy and inform strategic business goals.
- Built buy-in through honest conversations about business risks and potential opportunities, aligning executive stakeholders to data driven solutions.
- Headed West Coast team DEI initiative, focused on addressing inequality within our practice and developing new ways of working that are responsive to and inclusive of all groups.

Visa | Researcher & Designer | September 2017-November 2018

On this internal innovation team, I partnered with internal and external clients to tackle challenging business problems and uncover new commerce opportunities.

- Championed the qualitative research approach by repeatedly producing valuable customer insights and educating team members.
- Developed thought leadership around voice technology, equipping the company with a valuable point of view as they approached new partners.
- Spearheaded the partnership between Visa and Women in Leadership and Design (WILD), establishing a network and recruiting pool of creative women.

Capital One | Researcher & Designer | November 2014-September 2017

At this tech-forward financial institution, I worked from empathy to iteration to develop products that improve the banking experience and build confidence.

- Led research for a suite of money coaching products focused on helping customers spend more sustainably and align habits to their values.
- Created and facilitated workshops for groups like Women in Tech, helping attendees understand their values and make decisions that support them.
- Converted abstract ideas to concrete concepts through live sketching, storyboarding, prototyping, and illustration to make ideas easy to grasp.