

GABRIELA GALLAGHER

CONTACTS



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Boston, MA

EDUCATION

2022 MS in Experience Design

Northeastern University - College of Arts, Media & Design

2015 BA in Marketing

Michigan State University - Eli Broad College of Business,
Honors College

PROFESSIONAL EXPERIENCE

UX RESEARCHER

Knowde | Boston, MA | 06/2022 - Present

- Established Knowde's Research framework, tools and practice as the inaugural UX Researcher, setting the foundation for a user-centric practice and scaled processes
- Use a set of mixed research methods to lead a range of research activities from evaluative to generative across all product areas
- Orchestrate effective cross-functional stakeholder management and foster relationships to champion a unified source of truth for the Voice of the Customer
- Advocate for the user through personas, journey maps, and storytelling to impact design and business decisions

UX RESEARCH CONSULTANT

Community Unity Bank | Birmingham, MI | 02/2022 - 05/2022

- Conducted user research studies including brainstorming sessions, interviews, surveys, and competitive analysis
- Developed personas, user journey maps, and empathy maps to inform design decisions and intervention points for CUB's digital and brand strategy

STRATEGIC CUSTOMER SUCCESS MANAGER

Smartsheet | Boston, MA | 03/2020 - 08/2021

- Managed our largest, enterprise level customers to ensure value realization and expand usage throughout their organization
- Developed strategic communications, onboarding and engagement strategies that are unique to customers' size, life cycle stage and needs to ensure strong adoption and high renewal rates; Overall net retention 121%
- Managed internal Liaison Program to fuel cross team collaboration and develop strategic alignment across Smartsheet

CUSTOMER SUCCESS MANAGER

Smartsheet | Boston, MA | 03/2018 - 03/2020

- Served as a Smartsheet Subject Matter Expert providing guidance, tools and best practices
- Owned and resolved customer escalations to maintain customer delight
- 2019 President's Club Award; 105% of annual net retention quota and 2019 Champion's Club Award; Net retention quota achieved each quarter