

Heidi Austin

Research Leader

My formal title might be UX Researcher, but I consider myself a product strategist. I'm most known for telling teams what to build, not just how to build it. I'm a mixed methods research leader with 7+ years turning user insights into measurable product outcomes. Known as a master storyteller, I embed research into product culture by influencing roadmaps at the senior level and pioneering AI-powered research ops to scale impact.

Experience

SeatGeek 2021 – Present

Live event ticket marketplace and technology platform serving millions of fans.

Staff UX Researcher & Manager Present

- Defined the strategy for how SeatGeek creates loyalty with native mobile through a mixed methods project that identified highest-ROI user segments and translated insights into platform-specific opportunity areas. Led to a company priority and 5 product initiatives.
- Pioneered the creation of AI-powered UXR agents, enabling researchers and non-researchers to access our repository and run their own research.
- Built and scaled a research democratization program active for 1.5+ years, leading to 25+ derisked projects run by non-researchers.
- Player-coach manager: manage a junior researcher while remaining hands on.

Lead UX Researcher 2023 – 2025

- Shaped 2026 product strategy and company priorities through a 6-week diary study about live event discovery. Translated insights into 4 core focus areas.
- Became internal authority on native app engagement; mixed-methods research informed seat upgrades, upsells, event day guides, and venue maps—generating a 2-year roadmap and ~\$40–50M/year GTV from upsells, exceeding goals by 20–30%.
- Led end-to-end research transforming ticket management UX into a patent-pending sharing experience—driving an 8% uplift in new users per ticket sender and ~\$1.2M in estimated downstream revenue.
- Established CSAT surveys across buyer, member, event day, and seller touchpoints—creating a shared, trusted measurement mechanism across product teams.

Sr. UX Researcher 2021 – 2023

- Conducted strategic mixed methods research to create a journey map for attending a live event, which led to the formation of 5 product workstreams: ticket sharing, seat upgrades, push notifications, venue navigation, and native mobile engagement.

YearUp 2019 – 2021

Workforce development platform serving 5,000 students and 34,000 alumni.

Director, Experience Design & Strategy

- Defined a B2B UX strategy across a portfolio of products spanning 4 business units and 3 agile teams. Managed a team of 3, overseeing day-to-day work, professional development, and design quality—while delivering 10 research studies, 2 business process changes, and 8 product redesigns.

✉ heidiaustin10@gmail.com

📞 203-297-5271

🏠 heidiaustin10

📍 Boston, MA

Skills + Tools

Research

Generative · Evaluative
Survey design · Ops
Democratization ·
Data Analysis · Diary studies

Tools

UserTesting · User Interviews
Dovetail · Claude Code
SQL · Tableau
Figma · Cursor

Leadership

Mentorship ·
Workshop facilitation ·
Research vision & strategy ·
Research impact measuring

References

Heidi keeps the pulse on what our fans, clients, and internal teams need, then expertly broadcasts that information to stakeholders of all levels in truly engaging ways.

— Bree Sullivan, former Sr. Director of Product, SeatGeek

Heidi is an excellent partner to analytics. She frequently identifies opportunities for collaboration, giving our teams strong insights.

— Bradley Darling, Sr. Manager Analytics, SeatGeek

Experience (continued)

Director, Experience Design & Strategy

- Designed a new enrollment UX, reducing staff time on enrollment activities by 60% on average and decreasing mobile website bounce rates by 5%.
- Initiated UX Ops from scratch: design framework, tooling, and a resource library that evangelized UX practice org-wide.
- Designed and facilitated a UX Apprenticeship program creating a UX Analyst → Designer career path.

Elementary School Teacher *Prior career 2013 – 2019*

Third Grade Teacher *Salem Public Schools, Salem, MA*

- Nominated MA Teacher of the Year; named Teacher of the Year (school level), selected from 50 staff.
- Led third graders to achieve 23% increase in MCAS proficiency scores. Instituted 1:1 Chromebook initiative and piloted LMS platform.
- Chair of schoolwide Climate and Culture Team.
- Curriculum Specialist: Led 40 Teach for America corps members in daily professional development using observation data and student surveys to design outcomes.

Education

Johns Hopkins University
M.S., Elementary Education

Emerson College
B.S., Marketing
Communication

Johns Hopkins University
SQL Certificate

General Assembly
User Experience Design
Immersive

Research Industry

- **Front UX Conference**
Speaker: From research to reality: how to leverage research as a strategic partner (and your #1 sidekick)
- **BuiltIn:** The Shift Toward Human Centered Design
- **Anthem Awards, a Webby Award subset:**
2nd place, DEI Service & Product Innovation:
Student Enrollment to Close the Opportunity Divide