

Loi Sessions Goulet, Phd

Research & Insights

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User Research & Customer Insights expert experienced in establishing research practices and advising startups. I sporadically speak on the topics of women in tech and research leadership, and enjoy helping others in the field through uxcoffeehours.com and joinlearners.com

EXPERIENCE

SESSIONS RESEARCH, Boston, MA (2024-Present)

Research Advising & Consulting for startups. Services include: Setting up research functions, coaching/training teams on research best practices, and conducting research projects to drive decision making. Clients include: The Browser Company (maker of Arc), Firefly Health.

MATERIAL BANK, Remote (2023 - 2024)

Interim Head of Product

Led the centralized product team (Product Management, Operations, Analytics, Research) on an interim basis from Oct, 2023 - Feb, 2024.

Senior Director, Research

Managed Material Bank's Research efforts (Market Research + UX) ; Conducted mixed methods research

BUOY HEALTH, Boston, MA (2020- 2023)

Senior Vice President, Research, Content, Product Marketing

Core Executive team member with responsibility for driving strategic decision making and growth of UX KPIs through leadership of Research, Content, and Product Marketing functions.

Vice President, Research & Insights

Led Buoy's research initiatives and built out a research team encompassing product insights (UX Research), marketing/branding insights, and new ventures/incubating products.

Head of User Research

Founded a research capability at a pre- product-market fit digital health startup. Lead multi-method foundational research projects on both customer and end-user needs.

TRIPADVISOR, Needham, MA (2015- 2020)

Director, Research (Head of Global Research Team)

Led Tripadvisor's global UX and brand research team. Responsible for research across the product lifecycle – from exploratory to usability and optimization. Founder/Chair of Women@Tripadvisor.

Associate Director, Research

Grew the research team. Developed research tools and scaled research capabilities to meet growing demand and increasing focus on user experience.

Senior Manager, Research

Created and led the research function. Conducted foundational projects to inform strategy, partnered with product teams, and introduced UX measurement and tracking.

UNIVERSITY OF CALIFORNIA, BERKELEY, Berkeley, CA (2015)

Instructor

Taught "Sociology of Virtual Community and Social Media" (undergraduate and graduate)

FACEBOOK, Menlo Park, CA (2012 - 2015)

Research Manager

Managed the Pages research team through partnership with product management, design, engineering, content strategy, and analytics leads. Amplified the global research team impact through hiring, impact audits, and tools improvement.

UX Researcher

Researched the Facebook user experience through qualitative (usability, interviews, groups, diary studies) and quantitative (surveys, behavioral data analysis) methods. Focused on Engagement, Groups, Public Content, Friend Sharing, and the Youth segment.

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA (2007-2012)

Research Fellow

Conducted mixed-methods research on new media and social networks.

Instructor

Taught "New Media and Community Life" (undergraduate and graduate students)

FORRESTER RESEARCH, Cambridge, MA (2006 -2007)

Senior Research Associate

Wrote reports and presented research on information technology leadership to clients. Conducted surveys and interviews with tech leaders, analyzed and visualized results.

EDUCATION

University of Pennsylvania, Annenberg School for Communication

Ph.D., Communication, 2012

- Best paper awards: Int'l Communication Assoc., American Sociological Assoc.

Tufts University

B.A., Sociology, *summa cum laude*, 2005

- Phi Beta Kappa

RESEARCH SKILLS

Qualitative: Interviewing (semi-structured, usability, and groups); content analysis, ethnography

Quantitative: Survey research, statistical analysis: descriptive, regression, behavioral data