

Olivia Burrus

Lead Experience Researcher & Product Strategist

Results-driven researcher and strategist with a distinguished 12-year career in digital product development, behavioral science, and social marketing. Expertise in generative AI and online trust and safety from prominent roles at Meta and Adobe. Certified workshop facilitator who is committed to social innovation, theory-driven solutions, and human-centered design. Strong record of delivering impactful insights to cross-functional partners that steer product development, strategic visions, and road maps. Skilled at prioritizing and scoping research projects to maximize ROI with limited resources and competing stakeholder needs.

Contact

Portfo

www.oliviaburrus.com

LinkedIn

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Data Collection

- Individual Interviews
- Focus Groups
- Observations
- Unmoderated Studies
- Contextual Inquiry
- Diary Studies
- Usability Testing
- Surveys
- Workshops
- Participatory Design
- Literature Reviews
- Environmental Scans

Analysis

- Thematic Analysis
- Empathy Maps
- Personas
- Journey Maps
- Context Maps
- Value Proposition Canvases
- Market/Competitor Analysis
- SWOT Analysis
- Descriptive Statistics
- Infographics

Experience

02/2023 - 12/2023

Adobe (Contract), Remote

Lead Experience Researcher

Conducted research for the Content Authenticity Initiative, a 0 to 1 effort focused on bringing more transparency to digital content in the era of genAI.

- Planned and executed studies on creator and consumer information needs, mapping trust signals to decision models, and simplifying complex concepts for lay audiences.
- Explored consumer perceptions of AI, as it relates to ethics, authenticity, transparency, and AI labeling systems.
- Informed strategic product decisions for Content Credentials and open-source guidelines used by over 2,000 partner organizations participating in the Coalition for Content Provenance and Authenticity.

10/2021 - 01/2023

Meta (Facebook), Washington, DC

Staff User Experience Researcher

Led high-impact end-to-end foundational and evaluative research across 7+ integrity teams to improve global operations and internal products related to content moderation and regulatory compliance, then socialized results with cross-functional partners.

- Re-established research as a practice for Human Review teams within Central Integrity, building critical partnerships across product and legal teams in a highly complex and sensitive space.
- Drove product strategy, directed road-mapping, and influenced organizational level priorities via co-creation sessions, workshops, and regular meetings with cross-functional leadership, sharing perspectives on the most pressing challenges facing integrity.
- Mentored early career staff as a summer intern manager and via regular one-on-one meetings with research team members.

06/2012 - 10/2021

RTI International, Raleigh, NC

Senior Behavioral Researcher & Strategist

Designed and conducted research for federal government clients (CDC, NIH, FDA, CFPB) to build forward-thinking theory driven digital products and health communications campaigns for marginalized and underserved populations.

- Analyzed data to better understand people and their emotional motivators, identify pain points and opportunities for impact across their journeys, craft more persuasive stories, and deliver more user-friendly experiences.
- Translated findings into actionable insights and presented results, strategic visions, and recommendations to clients, then facilitated workshops, design sprints, and co-creation sessions to develop solutions.
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Leadership

- Project & Budget Management
- People Management
- Mentorship & Skills Building
- Business Development
- Client Relationships

Digital Skills

- NVivo
- Mural
- FigJam
- Asana
- UserTesting
- UserZoom
- Lookback
- dscout
- Qualtrics
- Survey Gizmo
- Survey Monkey
- Canva
- Piktochart
- MailChimp
- Google Analytics (basic)
- G Suite
- Microsoft Office 360 Suite

Languages

English (native)

French (advanced)

Education

**Masters of Public Health,
Health Behavior**

University of North Carolina, Chapel Hill

Bachelor of Arts, Psychology
Scripps College

Experience Continued

06/2012 - 10/2021

RTI International, Raleigh, NC

Senior Behavioral Researcher & Strategist

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- Supervised project teams of 3 to 10 staff, and managed budgets, timelines, client relationships, and quality control of deliverables for grants and contracts ranging from \$250K to \$3M.
- Promoted internal capacity building, business development and strategic goal initiatives through lunch & learns, proposal writing, capture efforts, mentorship, and RTI's Digital Impact Initiative.

AWARDS: Annual Award for Significant Contributions to Strategic Goals, 2014, 2016 and 2018; Spot Award for Exemplary Performance, 2012, 2014, and 2018; Top Talent, 2017; Highly Published Author, 2016, 2021; New Leader Award 2019

Certifications

Design Thinking Facilitation, Professional Certificate
Design Thinkers Academy | 2021

Certified Scrum Master, Professional Certificate
Scrum Alliance | 2020

Design Leadership for Business, Professional Certificate
The New School, Parsons | 2018 - 2019

Design Thinking, Professional Certificate
Design Thinkers Academy | 2016

Interdisciplinary Health Communication, Graduate Certificate
UNC Chapel Hill | 2009 - 2011

Select Conference Presentations

Burrus, O., (2021, August). Not Another Zoom Meeting Please! Conducting Human Centered Design in a Virtual World. Presented at the National Conference on Health Communication, Marketing and Media, Virtual.

Burrus, O., (2019, April). 5 tips for introducing human-centered design into government funded projects. Poster session at Health Experience Design (HxD), Boston, MA.

Burrus, O., Thomas, V. (2018, February). Overcoming the challenges of introducing innovation in government health programs. Presented at Agents of Change Summit, San Diego, CA.

Taylor, O., Thomas, V., Lefebvre, R. C. (2016, June). Aligning journeys, jobs and value for more relevant and effective social marketing programs. Presented at the 24th Social Marketing Conference, Clearwater Beach, FL.

Taylor, O., Harshbarger, D. S., Uhrig, J. D., Lewis, M. A. (2015, November). Positive Health Check (PHC): Formative work supporting the development of a web-based video counseling intervention for people attending HIV primary care clinics. Presented at The 143rd American Public Health Association Annual Meeting, Chicago, IL.

Taylor, O., Lefebvre, R. C., McCormack, L. A., Bann, C. M., Rausch, P. (2014, June). A quantitative approach to segmentation for prescription drug safety programs. Presented at the 23rd Social Marketing Conference, Clearwater Beach, FL.