

Leah Cabrera Fischer

EXPERIENCE

Director of UX Research (Promoted from: Senior UX Research Manager)

CLEAR | April 2022 - October 2023 | NYC

Established a User Research practice from scratch, leading a team of three that provided comprehensive UXR and Service Design support to 9+ teams. Managed the User Research roadmap, budget, and tool while spearheading key projects.

- Helped shape the development of a new product category for CLEAR by conducting discovery research to capture customer needs, preferences, and attitudes, incorporating generative studies, concept testing, and value proposition assessment.
- Prevented revenue and user satisfaction losses by identifying a critical product-market fit gap, prompting a product strategy realignment for CLEAR's new identity platform.
- Enhanced CLEAR's app UX by reducing the number of taps by 43% in a core flow and identifying 7 critical UX/UI improvements through continuous usability testing.
- Drove enhancements for CLEAR's product strategy by facilitating user journey and service mapping workshops that showcased cross-product connections and opportunities to drive cohesive improvements across various verticals.

Senior UX Researcher

Peloton | Jan 2021 - Mar 2022 | NYC

Led User Research and Service Design projects for Peloton's Acquisition and Membership teams. Played a key role in expanding the UXR acquisition team from one to five researchers, and a UXR coordinator. Led projects, mentored researchers and collaborated on a UXR roadmap, aligning efforts with 5+ product teams.

- Influenced 22-23 Acquisition Product roadmap by leading a 'Path to Purchase' mixed-method study, gaining insights into the end-to-end purchase journey across acquisition channels, and identifying customer motivations and barriers.
- Influenced the redesign of onepeloton.com product landing pages by identifying customer mindsets and key purchase questions through targeted usability and concept testing.
- Fostered teamwork and secured stakeholder engagement by hosting cross-disciplinary workshops, where we translated user research into actionable recommendations.
- Enhanced research quality and nurtured UXR team expertise through targeted coaching in methodologies such as diary studies, co-creation, and participatory design, ensuring methodological rigor and professional development.

Associate Design Strategy Director (Promoted from: Senior Design Strategist)

Smart Design | Jan 2018 - Jan 2021 | NYC

Led and managed teams on over 10 experience and design strategy projects for clients including Google, Capital One, Gatorade, and Unilever.

SKILLS

Design Leadership

Building teams
Coaching and mentoring
Roadmap management
Talent development
Vendor management
Cross-functional collaboration

Research + Strategy

Human-centered design
Global qualitative research,
UX Research
Service design
Mixed methods research
Synthesis
Workshops
Blueprints and frameworks

EDUCATION

MFA Transdisciplinary Design

Parsons The New School for Design, New York, NY (2015)

B. Architecture

Francisco Marroquín University, Guatemala (2011)

ACCOMPLISHMENTS

Adjunct Professor, The New School for Design (2018-2022)

Speaker at Service Design

Global Conference:
Amplifying Service Design with Behavioral Science to Bolster Innovations in Healthcare

- Identified 5 customer archetypes, 7 key trends impacting the future of home life and 6 universal themes around people's home needs through a global mixed method study to inform Google's Home design and marketing efforts
- Championed the creation of Upstream USA's educational materials and a supportive website, driving a research and design strategy that was recognized as a [Finalist in the Health](#) category and earned an Honorable Mention in the [Social Good category](#) at the 2021 Fast Company Innovation by Design Awards.
- Uncovered customer mindsets, use cases, and product differentiators through a mixed-method study, establishing foundational insights for the development strategy of [Google's first foldable phone](#).

Service Designer / Design Researcher

Memorial Sloan Kettering Cancer Center | May 2016 - Dec 2017 | NYC

Conducted ethnographic research and facilitated the strategic design of 2 new services for the hospital including a community outreach initiative which was piloted in 2016. On a regular basis I engaged with and persuaded C-level and senior executives to drive strategic initiatives to completion.

Design Consultant

Doblin by Deloitte | Sept 2015- April 2016 | NYC

Collaborated with multi-disciplinary teams to define new business concepts and system offerings. Responsibilities included defining conceptual design directions for client casework, creating UX flows to share concepts informed by user insights.