

JASMIN CRENTSIL

Remote | [linkedin.com/in/jasmin-crentsil](https://www.linkedin.com/in/jasmin-crentsil) | portfolio: jcrentsil.com | email: hello@jcrentsil.com
Lead UX Experience Researcher | Behavioral Science | Organizational Change | Enterprise Digital Products

Professional Summary

Experience Researcher with 8+ years using human-centered research to guide the development and optimization of complex digital products across various sectors and internal operations (including team upskilling). Deploys mixed-methods research and behavioral analytics to translate user insights into product roadmap funding priorities, design decisions, and recommendations for continuous improvement. Proven track record of scaling research capability by designing training programs (Narrative Lab) that cultivate cross-functional alignment and customer centric-mindset across product workstreams and strengthening research practices across the experience community. **At Centene Corporation (Fortune 25)**, directed research strategies that informed over \$5M+ in annual investment. Advanced Degree in Applied Psychology (Industrial-Organizational) with published research.

CORE COMPETENCIES

Strategy & Leadership — Lean UX · SAFe Agile · Tactical Agile · Executive storytelling · Experience strategy · systems thinking · service design · futures thinking & emerging tech (signals) · design operations · retrospectives · Cross-functional alignment · Mentorship · KPIs & OKRs · vendor management · Peer review

Design Systems & Governance — Enterprise design systems · standards & governance · inclusive design & accessibility (A11y / WCAG) · design / tech-debt refinement · adoption & scaling

Domains & Models — Healthcare · Government · Enterprise Platforms · Public Sector · B2B · B2B2C · B2C

Methods & Delivery — Benchmarking · Surveys · Heuristic Evaluations · Card Sorting · Tree test · Interviews · Focus Groups · Journey Maps · Personas · SWOT · Jobs To Be Done · Statistical Analysis · continuous discovery · information architecture · Contextual inquiry · Workshop Facilitation · Ethnography · Behavioral Analytics

Tools — Research: UserTesting / UserZoom, Qualtrics, Survey Monkey, Adobe Analytics · Design: Figma / FigJam, Miro, Lucid Chart, Canva, WordPress · Presentations: Microsoft Office (Word, Excel, PowerPoint) · Workflow & AI: Airtable, Confluence, Jira, Claude, Copilot, Gemini, Google AI

PROFESSIONAL EXPERIENCE

Centene Corporation | Sr. User Experience Researcher | January 2022 – May 2026 | Remote

Centene is a Fortune 25 managed care organization serving 26.3 million insurance members — providing a large-scale, complex enterprise digital product environment spanning mobile, web, and internal tools.

- **Research Leadership:** Led the Find a Provider workstream — conducting 138 mixed methods studies that examined user behavior, workflow, and motivations and improved mobile search success by 13% and platform discoverability by 30%.
- **Business Impact:** Informed over \$5 million in annual product funding roadmap priorities and established foundational enterprise intelligence by synthesizing behavioral data, product usage metrics, survey results, and usability findings into actionable insights for executive leadership.
- **Capability Building:** Recognized as a 'Talent Multiplier' for mentoring researchers by developing customer centric mindset and capabilities across a 100+ person organization — designing the original Narrative Lab framework and conducting 4 workshops that scaled storytelling competencies, AI research adoption practices and researcher influence on final product execution.
- **Research Repository & Knowledge Management:** Established a centralized research repository in Confluence, creating shared evidence standards that improved cross-team research discoverability, institutional knowledge retention, and reduced redundant research efforts across 6 product workstreams.
- **Scalable Frameworks:** Co-built a unified baseline analytics framework across 3 insight teams to deliver a complete picture of user behavior, which scaled as an operational dashboard template for 16 researchers.
- **Generative Research:** Led generative and iterative research for a net-new product (Change PCP onboarding), conducting discovery from iterative concept testing with prototypes through scaled validation — directly contributing to a successful funding proposal and development timeline.

Apex Systems | Sr. User Experience Researcher (Contract) | September 2021 – January 2022 | Remote

Successfully converted from a Contractor to a permanent, full-time Centene corporate employee within 3 months

- **Operational Scaling & Efficiency:** Conducted usability benchmarking across mobile and web experiences, formulating a standardized 3-part UserZoom enterprise research toolkit (competitive, heuristic, and 'rainbow method' templates) that optimized iterative insights delivery by an estimated 25%.

Numi Group | Principal Research Consultant & Thought Leader | *August 2018 – Present | Remote*
Advises enterprise clients in mixed-method applied research, enterprise experience strategy, and organizational health initiatives across healthcare, government, and consumer sectors.

- **Knowledge Gap Analysis:** Identified a 23% task completion deficit and a 49-point System Usability Scale (SUS) lag compared to top market alternatives for a local government agency — establishing the evidence standard that justified a complete accessibility overhaul.
- **Mixed-Methods Research:** Led 6 moderated sessions investigating checkout friction for a website builder, delivering three actionable opportunities that improved brand strategy and interface design.
- **Thought Leadership:** Featured in Forbes and invited speaker at national conferences including TMRE (consumer privacy and user personalization) and the Southwest Psychological Association.
- **Academic Contribution:** Co-authored a peer-reviewed chapter in Tackling Precarious Work (Routledge, 28 citations) and published organizational health frameworks in the Journal of Business Diversity (62 citations).
- **Workforce Development:** Facilitated original multi-series career strategy workshops for 100+ students and professionals, building research literacy and cross-functional alignment.

University of Minnesota | Research Project Manager (Contract) | *April 2021 – November 2021 | Remote*

- **Product Lifecycle & Delivery:** Directed the 7-month preparatory lifecycle and operational roadmap for a digital interview research platform, hitting 100% of pre-launch milestone deadlines.
- **Cross-Functional Alignment:** Managed alignment across a cross-functional team bridging 1 Software Developer, 2 I-O Psychology PhD candidates, and the Principal Investigator — translating complex behavioral study requirements into foundational technical specifications.

Resilience | UX Researcher & Strategist (Contract) | *June 2020 – December 2020 | Remote*

- **Award-Winning Strategy:** Won the Next Generation Foresight Award for designing a strategic initiative to democratize and scale futures thinking; translated 19+ hours of subject matter expert interviews into a centralized repository and 5 episodic development workshops.

St. Mary's University | Instructional Technology Specialist (Contract) | *October 2019 – May 2020 | San Antonio, TX*

- **Experience Strategy & Architecture:** Conducted 5 stakeholder interviews to inform a new department website of professional development workshop group, resulting in 3 new site pages, 5 new features, and 3 new end-user personas; designed enterprise-level digital asset storage architecture to streamline cross-functional workshop facilitation.

TaskUs | Onboarding Associate | *September 2018 – September 2019 | San Antonio, TX*

- **Global Product Operations:** Collaborated with cross-functional leadership teams to manage experience expectations for new hires throughout North America, Central America, and Asia, swiftly optimizing onboarding systems to scale remote employee retention.
- **End-to-End Program Governance:** Oversaw the technical execution of digital talent assessments, background checks, corporate orientations, and continuous feedback surveys, leveraging qualitative insights to resolve friction across the employee lifecycle.

EDUCATION

M.S. Industrial/Organizational Psychology — St. Mary's University, San Antonio, TX

B.A. Psychology — St. Edward's University, Austin, TX

CERTIFICATIONS

- Personas: Turn User Data Into User-Centered Design — Nielsen Norman Group
- Tactical Agilist (Project Management) — Tactical Agile
- HR Management — Collin County Community College
- The Five Practices of Exemplary Leadership — The Leadership Challenge