

# Caroline Grace Alexander

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## PROFESSIONAL EXPERIENCE

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### Apple

#### Senior User Researcher, Apple Legal

Jul 2024 – Present

- Built Apple Legal's user research practice from the ground up. Established research processes, templates, recruitment pipelines, and stakeholder relationships to embed research across 4 product areas supporting Apple lawyers in case management, law enforcement response, evidence management, and regulatory compliance
- Led mixed-methods research (usability testing, interviews, surveys, Python data analysis) to deliver actionable recommendations that have directly shifted product roadmaps and influenced senior leadership decisions
- Applied AI tools, including custom Claude skills, to streamline research planning, analysis, and communication, which improved speed-to-insight and drove adoption across the team
- Recruited and mentored 6+ teammates from Apple rotational programs, teaching them to plan, conduct, and present research independently over 3-month to 1-year engagements

#### Senior User Researcher, Apple TV+

Oct 2023 – Jul 2024

- Led research for content acquisition and creation teams, conducting usability testing, interviews, and surveys to improve internal production tools during a period of rapid Apple TV+ growth
- Partnered cross-functionally with PM, design, and engineering to influence product roadmaps and advocate for users

#### User Researcher, Apple TV+

Aug 2020 – Oct 2023

- First user researcher on a 3-person Apple TV+ design team, helping grow the team to 8 while building the research function for internal production tools
- Honed qualitative research craft, including session facilitation, stakeholder communication, and high-touch engagement

#### ITDP Rotational Program, Apple IS&T

Jul 2018 – Aug 2020

- Selected for a competitive two-year rotational program, gaining hands-on experience as a product manager, front-end developer, and user researcher
- Built the front end and led product management for an iOS proof-of-concept, and pitched and led an international research project in India studying cross-location collaboration

## EDUCATION

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### Northwestern University

2014 – 2018

Segal Design Certificate, BS in Computer Science

- HCI Teaching Assistant for 4 quarters: led discussion sections, held office hours, and mentored students on front-end development, research methods, and user-centered design
- Undergraduate Research Grant recipient: designed and built an IDE to study how interface design can encourage the growth mindset and persistence in novice programmers
- Machine Learning research: developed user behavior metrics to improve model accuracy