

Ryan Loach

SUMMARY OF PROFESSIONAL QUALIFICATIONS

Research professional with 5+ years of experience interpreting and analyzing data to drive successful business strategies. In-depth knowledge of UX Research, retail, ads, consumer insights, and data analytics.

EDUCATION

Bachelor of Arts, Cum Laude, Psychology, Northwestern University, Evanston, Illinois, 2018

PROFESSIONAL EXPERIENCE

Meta, Menlo Park, California

2022 – 2023

User Experience Researcher, Monetization, Mixed Methods

- Drove product roadmap development for Meta's Collaborative Ads business by delivering User Research insights at key times in the product lifecycle.
- Enabled strategic design iteration by validating product prototypes with core user groups.
- Provided product usability recommendations to engineering and design teams based on client immersion data.
- Championed user/customer empathy by developing and leading client immersion sessions with product teams to gather key feedback on product friction.

GAP INC, San Francisco, California

2020 – 2022

Senior Consumer Insights Analyst – Banana Republic

- Developed Banana Republic consumer insights roadmap with input from strategic partners and leadership team.
- Advocated for the voice of the customer by managing a variety of end-to-end research projects leveraging qualitative and quantitative methodologies.
- Enabled launch of BR Home category by developing and owning exploratory research plans. Partnered with senior leadership team to inform category strategy, which has since launched in stores.
- Informed product strategy by validating design concepts ahead of product development kickoffs

Consumer Insights Analyst – Old Navy

- Optimized quarterly product acceptance survey structure and reporting to drive efficiency and increase impact.
- Collaborated with Product Strategy team to test innovative retail experiences and measure customer reaction.
- Defined insights research methodologies and reporting strategy for BodEquality launch at Old Navy.
- Monitored and reported on trends and drivers of Net Promoter Score for Old Navy.

WALMART ECOMMERCE, San Bruno, California

2018 – 2020

Digital Category Specialist I/II (Business Analyst, Associate Buyer)

- Grew outdoor cooking category by double digits two years in a row through optimization of product catalog, site experience, supply chain management, and strategic vendor negotiations.
- Improved website usability by using customer data to overhaul the walmart.com outdoor cooking site experience
- Identified key growth opportunities and shared with leadership by leveraging marketing, sales, and customer data.
- Utilized advanced statistics to model elasticity and inform demand planning for top items across assortment.

Publications

[“Compared to Facebook, Instagram use causes more appearance comparison and lower body satisfaction in college women,”](#) Body Image, 2020

SKILLS

Qualitative Research Methods, Quantitative Survey Research, Survey Programming, Data Analysis, SPSS, Executive Presentations, Statistics, Experimental Design, Focus Groups, Excel, Project Management, Public Speaking, Secondary Research, User Testing