

# ANDREA BRUCCULERI

## UX Researcher | Human Factors, Usability and Generative Research

✉ Andrea@Bruculeri.com   🔗 [linkedin.com/in/andrea-bruculeri/](https://www.linkedin.com/in/andrea-bruculeri/)   📍 Sunnyvale CA

### SUMMARY

Senior UX researcher with over 6 years of experience in gaming and technology, delivering data-driven insights to direct product design. Proven track record of leading multi-method research to optimize usability for flagship products. Skilled at leveraging AI tools to increase research efficiency and scale. Scrappy and resourceful, with experience conducting research with limited time and resources. Passionate advocate for accessibility and innovative research methodologies.

### EXPERIENCE

#### UX Researcher, Monetization

##### Meta

📅 03/2025 - 05/2026   📍 Menlo Park, CA

- Led 4 multi-method UX studies for Ads Manager, increasing the efficiency and predictability of the Sales Campaign creation flow, impacting roughly 9 million advertisers.
- Drove key product transparency decisions by running parallel usability studies in <6 weeks, preventing a design mishap that risked impacting an Ads flow responsible for 70% of company revenue.
- Increased research efficiency through implementing AI tools and methods while maintaining high-quality insights, decreasing end-to-end research timeline by 60%.

#### UX Researcher, Games

##### Epic Games

📅 02/2021 - 03/2025   📍 Raleigh, NC

- Led research for Fortnite (110 million MAU), running 3 iterative observational/usability studies and surveys over 6 weeks per season of Fortnite, driving rapid improvements in mechanics discoverability and weapon comprehension, as well as game balancing.
- Constructed Unreal Engine 5's first-time UX, overhauling information architecture to increase the comprehension and predictability of the onboarding flow in <4 months, driving beta launch design decisions.
- Streamlined UX testing processes via experimental beta testing methods, enabling Fortnite gameplay testing to commence 2 weeks earlier than previously possible in the development timeline.

### EDUCATION

#### MA in Computational Media

##### Duke University Graduate School

📅 08/2019 - 05/2021   📍 Durham, NC

- Focused on Hands-Free Technology and Gaming Accessibility
- Masters Thesis on developing technology for gamers with disabilities

#### BA in Media and Journalism

##### The University of North Carolina at Chapel Hill

📅 08/2015 - 05/2019   📍 Chapel Hill, NC

- Focus in Interactive Multimedia
- Chemistry Minor
- Honors Carolina Graduate

### SKILLS

#### Research

Usability Testing, Generative Research, Human Factors, Competitive Analysis, In-Depth Interviews, Remote Testing, Surveys, Concept Testing, Accessibility Design, Recruiting, Research Ops, Journey Mapping

#### AI

Claude Code, AI UX, Second Brain, Safety & Ethics, Emerging Technology Research, AI Unmoderated Research

#### Games UX

Game Design, UX Playtesting, Gameplay Observation, Mechanics, Games Systems Thinking, Narrative, Games Accessibility, Virtual Reality, Augmented Reality, Photogrammetry, Controllers, Eye Tracking

#### Tools

UserTesting.com, Outset.ai, Claude Code, StreamShark, OBS, NotebookLM, Manus, Figma, Miro, QuestionPro, Tobii Eye Tracker, Unreal Engine 5, Unity, Reality Scan

#### Writing and Branding

Storytelling, Strategic Communication, Interactive Multimedia, Creative Writing, Brand Strategy, Market Research, Copywriting, Advertising Strategy, Speech Writing

### PUBLICATIONS

#### Method, Apparatus, GUIs and APIs for a User Experience Design Related to Hands-Free Gaming Accessibility

##### US Patent 12,172,073 B2

📅 12/2024

#### Uncontrollable: A User Experience Design Proposal for a Hands-Free Gaming Accessibility Framework

##### Duke University, ProQuest Dissertations Publishing

📅 06/2021