

ANDREA BRUCCULERI

UX Researcher | Gaming, Ads & AI Products

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SUMMARY

Senior UX researcher with 5+ years of experience in gaming and technology, delivering insights that direct product design. Experienced partnering with product and engineering leadership to shape roadmaps, inform specifications, and de-risk launches, from Fortnite (110M MAU) to Meta's Ads Manager. Skilled at using AI tools to increase research efficiency and scale.

EXPERIENCE

Rozum (early-stage AI startup)

Burlingame, CA

Strategic Advisor

08/2026 - Present

- Advise the founding team on interface design for the product's AI experience, keeping it minimal, clear, and accessible.

Meta

Menlo Park, CA

UX Researcher, Monetization

03/2025 - 05/2026

- Informed a go/no-go launch decision by running parallel usability studies in under 6 weeks, surfacing a design risk on an Ads flow responsible for 70% of company revenue before launch.
- Designed and conducted 4 multi-method research studies for Ads Manager that shaped roadmap and specs for the Sales Campaign creation flow, used by roughly 9 million advertisers, working with product, engineering, and data science.
- Cut study turnaround by 60% (days from preparation through reporting) by integrating AI tools into the research workflow.

Epic Games

Raleigh, NC

UX Researcher, Games

02/2021 - 03/2025

- Led research for Fortnite (110M MAU), running 3 iterative observational studies and surveys per season that shaped gameplay mechanics, weapon comprehension, and balancing decisions.
- Directed UX strategy for Unreal Engine 5's first-time user experience over 4 months, restructuring information architecture and improving onboarding comprehension and predictability to inform beta launch decisions.
- Created a new UX testing process that let teams test games earlier in the development cycle, cutting testing timelines by 2 weeks each season and enabling earlier go-to-market decisions.

PUBLICATIONS

US Patent 12,172,073 B2

12/2024

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

Duke University, ProQuest Dissertations Publishing

06/2021

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

SKILLS

Research Methods: Usability Testing, Generative Research, In-Depth Interviews, Surveys, Concept Testing, Competitive Analysis, Playtesting, Gameplay Observation, Remote Testing, AI Unmoderated Research, Eye Tracking, A/B Testing, Journey Mapping, Market Research, Recruiting, Research Ops

Focus Areas: Game Design UX, Game Mechanics, Games Systems Thinking, Narrative Games, Human Factors, Accessibility, AI UX, Safety & Ethics, Emerging Technology Research, Virtual Reality, Augmented Reality, Photogrammetry, Controllers, Copywriting, Brand Strategy, Advertising Strategy, Storytelling, Cross-Functional Collaboration

Tools: Claude Code, UserTesting.com, Outset.ai, Figma, Miro, QuestionPro, Unreal Engine 5, Unity, RealityScan

EDUCATION

Duke University Graduate School

Durham, NC

MA in Computational Media

08/2019 - 05/2021

- Thesis: developed technology enabling hands-free gameplay for gamers with disabilities.

The University of North Carolina at Chapel Hill

Chapel Hill, NC

BA in Media and Journalism

08/2015 - 05/2019

- Honors graduate; focus in Interactive Multimedia