ALLISON HUTSON

Product & Market Research

Contact & Links

✉ allison.hutson.research@gmail.com

📍 Jacksonville, Florida

(GitHub) (LinkedIn)

Education

University of West Florida
Master's of Arts - Anthropology
2021

Flagler College
Bachelor's of Arts - History & Anthropology
2017

Skills

- Data Analysis Tools: SPSS, R, SQL, Q Research Software

- Research Platforms: Qualtrics, Dovetail, Recollective

- Visualization & Reporting: Power BI, Tableau (basic), Figma

- Collaboration & Workflow: Google Workspace, Microsoft Office, Slack, SmartSheet

- Programming: Basic Python

- Automation & Cleaning: AI-enhanced data processes

About Me

User-focused product researcher with seven years of academic and industry experience, including more than three years leading studies at Cengage. I design and run strategic mixed-method research that informs product roadmaps, increases user engagement, and drives growth. Skilled at partnering with stakeholders, coordinating vendors, and scaling research operations. Dedicated to inclusive, evidence-based insights that enable confident decisions.

Work Experience

Customer Insights Researcher

Cengage Group   2023-Present

- Applied factor, conjoint, and MaxDiff analysis to steer feature pricing choices.
- Ran large-scale surveys plus qualitative follow-ups to validate product hypotheses.
- Drove research to support changes to an active-learning simulation activity from survey insight to beta-ready prototype.
- Mapped adoption drivers via focus groups for an AI discussion platform to support executive level business decision.
- Created a quality scorecard framework adopted across product and UX teams.

Associate Customer Insights

Cengage Group   2021-2023

- Executed large-scale surveys and segmentation studies to support product decisions
- Conducted interviews and focus groups to explore customer needs and pain points
- Collaborated across product, marketing, and sales teams to align research with strategic goals
- Supported continuous improvement in products and learner outcomes through actionable insights

Selected Achievements

- Ran an urgent partnership study: planned and moderated focus groups with an external platform, then delivered an executive brief that shaped the alliance's go/no-go and next-step roadmap.

- Built multi-line segmentation models that surfaced priority personas and refined positioning and GTM messaging for upcoming product launches.

- Performed deep-dive instructor interviews on simulation tools, pinpointing top engagement levers and handing the product team targeted design adjustments.

- Implemented AI data-cleaning scripts for Qualtrics exports, boosting dataset accuracy and trimming analysis turnaround.