

CLARE O'BRIEN

ILLUSTRATION & DESIGN RESEARCH

CONTACT

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- 📍 Detroit, MI

SKILLS

A/B Testing, Chi Square Analysis
SQL
Funnel Analysis
Experiment Design
P&L Management
Surveys
Market Sizing
Competitive Analysis
Painting
Handbuilding and Sculpting
Diary Studies
Ethnographies
Product Positioning
Workshops
UX Copywriting
Cohort Analysis
Illustration
Creative Writing & Content Creation

EDUCATION

BFA Illustration

College for Creative Studies

2024 - Present

GPA 4.0 ; Dean's List

B.A. with Honors, English Lit - Creative Writing; French Lit Minor

University of Chicago

2007 - 2011

GPA 3.9; Phi Beta Kappa Society;
Dean's List

ABOUT ME

I intend to write and illustrate books for children and young adults. My unconventional career path has given me a unique perspective, a humble attitude, and an appreciation for all skills and crafts.

WORK EXPERIENCE

Independent Design Researcher

Clare O'Brien LLC 2022 - Present

- Provide product marketing support and run end-to-end research studies for a portfolio of technology companies
- Projects include brand strategy & positioning, gtm strategy, campaign creation & management, content creation, website usability testing, competitive research, customer archetypes, prototype testing, landing page optimization, and more

Senior Product Marketing Manager & Researcher

Whisk by Samsung 2020 - 2022

- Sole product marketer and UX researcher at Samsung-acquired IoT cooking app
- Designed campaigns that led to rapid growth, tested out new segments, and launched product features that were critical to Samsung's overall kitchen appliance strategy
- Turned research insights and app event data into customer profiles and key messaging to be used by the entire Whisk team

Head of Product Marketing and Research

Ghost Autonomy 2019 - 2020

- Conducted large-scale surveys, diary studies, and prototype evaluations that explored AI/AV category, potential product designs, key messaging, possible user attitudes and behaviors, and more. This led to significant changes in messaging, product, target customer, business model, and company mission
- Developed customer archetype and positioning documents that are used by all teams at the company
- Wrote technical blog posts on Ghost's AI approach to self-driving and led PR push that defined Ghost's narrative, leading to placement in Wired, VentureBeat, and more
- Introduced Ghost to UX research principles and proved the value of ongoing research and sharing

Design Researcher

Uber Eats 2017 - 2019

- Led foundational research, surveys, diary studies, ethnographies, and more for Uber Eats across 10+ markets. Generated and/or deprioritized key product features, improved regionalization of the product, unearthed insights that set roadmaps for BD, product, design, marketing, and others.
- Identified need and led efforts for cross-disciplinary and cross-functional efforts on building trust and transparency, which served as the insights for a full post-order redesign and saved millions per year—research continues to be used to the present day

Product Marketing Manager

Uber Eats 2016 - 2017

- Launched the Uber Eats platform in the Bay Area and grew the userbase from zero to a major food delivery app in less than one year. Monitored and reported on P&L of the city and drove growth via multi-channel marketing experiments.
- Led marketing efforts for the Uber McDonalds partnership, the biggest growth driver for Eats since launch
- Ran two years of Uber Ice Cream—one of the largest and most complex marketing campaigns at Uber that involved delivering 100K ice creams in a day
- Developed 4 growth innovations via experimentation that were integrated into the product & scaled globally
- Led Marketing Comms and designed and launched automated campaigns across all markets

VFA Fellow | Head of Marketing

Venture for America | Waymark 2013 - 2016

- Created, implemented, and optimized cross-platform digital marketing campaigns which grew paid SMB subscriptions from 0 to 2500 in less than 5 months (\$76,000+ in MRR without a sales team)
- Led design of mobile ad builder product and conducted necessary UX research & testing
- Managed a team of 3 designers/developers to plan and design marketing collateral and site pages
- Played key role in company leadership and communicated company progress to investment board