

USER RESEARCH & GROUP FACILITATION

The clearest path to best product or service is deeply listening to the community you want to serve.



AT A GLANCE

Experience

- 15+ years of community-building, facilitation and engagement
- Master's Degree in Social Entrepreneurship from USC
- 7+ years of human-centered venture building, with a focus on older adult users

Impact

- Deep, trusting relationships
- Nuanced understanding of customer/user needs
- Highly informed products and insight-driven roadmaps



"Park made the space feel comfortable and inviting despite it being hosted online. I felt welcome even as a stranger." - Event Attendee

"When you give Park the space to build something from scratch, it's amazing what happens." - Supervisor

"I can't imagine the Alive Ventures community without Park!" - Entrepreneur in Residence

Park Cofield

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PURPOSE

Rooted in human-centered design methodology and design thinking practices, I have developed a tool kit of solutions for gathering insights and stories from customers and users to inform persona development, product roadmap delivery and stakeholder strategy.

SOLUTIONS

- One-on-One / Group Interviews (online & in person)
- Co-design sessions for founders and entrepreneurs
- Guided activities and observation
- Product feedback sessions
- Listening and story circles for community building

EXPERIENCE / PROJECTS

Hearst Newspapers / Puzzmo

Designed and led a user research project to learn about the landing page experience for 1st time visitors to a daily game site. Process included **observed tasks and insights mapping** around UX challenges and themes.

Alive Ventures

Supported co-design community of 500+ older adults and facilitated **weekly conversations between entrepreneurs and potential users** resulting in nine new products focused on sleep, fashion, dating, fitness and friendship.

Felt

Built a virtual community of 10K creatives by hosting and moderating "roundup" events for art sharing and connecting around a monthly theme.

Talk It Out

Managed community **listening sessions with teachers, students and policy leaders** about zero-tolerance policies in Sacramento schools for Cornerstone Theater Company.