

# Nicolina Gallo

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*Expert in transforming messy data, cultural signals, and content chaos into clear, engaging, research-backed UX.*

Multilingual UX Researcher, Content Designer, and Digital Curation Specialist with 10 years experience translating complex data into clear, engaging, human-centered narratives. From end-to-end insight workstreams, museum/edtech ecosystems, and AI-assisted workflows, to data collection, signal clustering, and stakeholder-ready presentations. For noisy, underperforming websites, and content ecosystems, I clarify what users do, and why they drop, using solid evidence to fix these challenges.

## Core Focus:

- UX Research & Analytics:** interviews, usability tests, surveys, GA, A/B tests, journey analysis; prioritizing findings; creating data roadmaps, user-centered, stakeholder aligned, content design with qualitative and quantitative analysis, including contextual inquiry, open-ended surveys, heuristic reviews, prompt testing, dashboards and trend reporting.
- Content & Information Architecture:** content systems, taxonomies, metadata, UX writing, clarity-driven microcopy; SEO, journey mapping, insight decks, AI search optimization, data-informed storytelling, fact-checking, performance reporting, keyword research, and rigorous accuracy review, with narrative presentations for technical and non-technical audiences
- Digital Curation & Cultural Insight:** archives, heritage collections, global audiences, social listening, behavior analysis
- Metadata Ops:** normalization, deduplication, fixity verification, authority alignment, coverage checks, data wrangling
- Vendor/Partner Liaison:** establish/maintain data feeds, troubleshoot issues, root-cause analysis
- Research Strategy:** research roadmaps, mixed-methods design, repository Dovetail workflows, tagging schemes, consent scripts, standardized protocols, templates; research revamping into repeatable, scalable frameworks. Extensive insight of title/ISSN/ISBN alignment, SOP improved workflows, backlog reduction, with robust cross-functional remote collaboration
- Languages:** English, Arabic (الفصحى فقط), French, Italian, Spanish

## Professional Experience:

**Assistant Educator (Program Operations) UC Berkeley, Early Childhood Education Program, Berkeley, CA, 2024–Present**

- Develop curriculum with observational behavior data, and collaborate to identify formative needs and adapt program
- Design multilingual engagement tools, emphasizing creative inquiry, coordinating with leadership for institutional-alignment

**Digital Curator / UX Researcher (Contract), Truhlsen-Marmor Museum of the Eye, San Francisco, CA, 2024**

- Led primary UX research and content design for multilingual AR/QR digital interface, mapping mobile UI interactions
- Used interviews, and field surveys, to test content with detailed screenflows cataloged across AR, mobile, and gallery modes
- Conducted cognitive-load pattern analysis on navigation, flagging reusable design patterns and edge cases to improve clarity
- Ran iterative, prototype usability reviews, and interaction flows with insights consolidated into adopted design policy
- Created system-ready visual guidelines for future reusable interface references tailored to product, design, and visitors
- Collaborated with IT, Registrar, and Design teams to align UX decisions with technical constraints
- Wrote multilingual interactive copy, synthesizing technical ophthalmology data into accessible language for multimedia
- Integrated SEO-aware metadata and structured content for discoverability.

**Graduate Researcher & Writer, Johns Hopkins University, 2022–2024**

- Designed and led several, complex, multi-phase international multi-institutional case studies on digital preservation and user interaction across CA and UC Digital Library, Royal Ontario Museum, University of London- Qatar, and others
- Designed and executed multi-phase digital gap assessment of 300+ TB of digital assets, with usability-adjacent evaluations of Merritt, HathiTrust, and Chronopolis repositories mapping curator pain points; integrating findings into policy changes
- Created taxonomy frameworks and crosswalks to normalize digital object labeling, and improve retrieval consistency
- Cross-functionally collaborated to translate complex metadata and UX data into clear, reusable patterns for diverse groups

**Contract Writer/Research Specialist, International Association of Professional Writers & Editors, Remote, 2022-2023**

- Published research-driven, SEO-optimized editorials with rigorous fact-checking, proofing, and structural consistency
- Translated complex data into accessible narratives to refine briefs, clarify goals, and adjust performance metric framing

## **UX-Focused Web Designer, UC Berkeley Art History Department, 2022**

- Designed and launched official artist digital portfolio for UC archive, mapping repetitive data with interactive breakdown
- Built metadata-verified navigation structure and accessibility tagging system, structured for goal-driven browsing
- Executed manual page state QA, capturing organized screens via breakpoints and device types for consistent pattern reuse.

## **Marketing Consultant, AbilityFirst, Remote, 2019–2020**

- Used audience research, A/B message testing, and social analytics to refine campaign into compelling promotional material
- Notably increased online presence, with performance dashboards, capturing interface screens, for repeatable templates

## **Education:**

### **M.A. Museum Studies with Dual Post-Grad Certification in Digital Curation, Johns Hopkins University, 2024, GPA 4.0**

- Graduate work focused on multi-phase, mixed-methods ethnographic digital preservation, with multi-layered analysis of metadata vs. human cataloging, for proposals on ethical AI in automated data governance. Led data-driven case studies with collective research establishing metadata-aligned workflows improving retrieval performance in large repositories.

### **B.A. with Honors, University of California, Berkeley, 2022**

- Thesis analyzed real-world impact of stakeholder data with qualitative analysis of contemporary Jordanian heritage policy

## **Primary Tools and Platforms:**

- UX & Design:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign,) Adobe XD, Sketch, Axure RP, Miro
- Research & Analytics:** Google Analytics, Qualtrics, OpenRefine, SurveyMonkey, Typeform, Cognos, Tableau, MS Power BI
- A/B Testing - CRO:** Optimizely, Plerdy, Convertize, Unbounce
- SEO & Social Listening:** SEMRush, Ahrefs, PageSpeed Insights, Clearscope, Talkwalker, Meltwater, Brandwatch, Metricool
- CMS & Web:** WordPress, Wix, Squarespace, Drupal, Weebly
- CRM:** Zoho, monday.com, Hubspot, Zendesk
- Repositories & Metadata:** ArchivesSpace, Alma, Merritt, HathiTrust, TMS, Axiell DAMS, Azure
- Collaboration & PM:** Asana, Trello, ClickUp, Airtable, Slack, Google Workspace

## **Notable Publications:**

- [\*Museum of the Eye QR Interface\*](#) (2024): Conducted main UX research, spanning usability tests, and accessibility upgrades with human-centered improvements for navigation, building personas and interaction maps across diverse user groups with research adopted into production workflows. Integrated SEO-aware metadata for structured content discoverability, multi-lingual interactive copy, and complex technical ophthalmology material translated into engaging, accessible narrative.
- [\*Art in Humanity\*](#) (2022): Official artist digital portfolio for UC archive translating abstract artistic concepts into narrative-driven digital content, with metadata and captions, developed using iterative testing and user feedback to improve clarity
- [\*Murals of Transformation\*](#) (2024): International cross-cultural graduate thesis, with qualitative analysis, narrative synthesis, and content workflows integrated into provenance frameworks, establishing strategic metadata normalization
- [\*Institutional Memory\*](#) (2023): Massive multi-phase metadata migration with Royal Ontario Museum, from TMS to Axiell DAMS and Azure Cloud, involving detailed classification, crosswalks, and batch tag normalization to map workflows and pain points, for fixity checks and 3- tier backup strategy, to develop scalable, repeatable ingest QA framework for reliability.
- [\*Digital Gap Assessment → Journey Analysis → Preservation Framework\*](#) (2023): Gap analysis of 300+ TB ecosystems, for UC Digital Library, mapping metadata coverage to NDSA levels, synthesizing quantitative asset data for benchmark assessment of Merritt, HathiTrust, and Chronopolis workflows with CHIN and OAIS frameworks, to shape preservation priorities
- [\*Collaborative Compromise\*](#) (2025): Long-form, analysis on sociopolitical polarization outlining de-escalation, strategies
- [\*Prompt Library with AI & NLP Optimization\*](#) (2022–Present): Designed library of 400+ iterated, structured prompts, with A/B testing, multivariable prompts, and qualitative coding to identify logistical weaknesses, bias, and tone framing. Insight reports and taxonomies improving semantic accuracy, with experimentation workflows reflecting e-commerce optimization.

**Additional Relevant Skills:** •UX Strategy, Information Architecture, Interaction, Visual/UI Design •Journey Maps/ Funnel Diagnosis •KPI Definition, Monitoring and Insight Reporting •Content Strategy, Iteration, Copywriting/ Copyediting, Keyword mapping, Knowledge Management •Project Coordination, Surveys, Syndicated Research, Regulatory Data Solutions

*\*References Available Upon Request*