

# Sean Hayden Anthony

## UX Researcher | CX Strategist

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UX Researcher whose perspective comes from 20+ years of designing CX for one of the most demanding user populations in the world: Olympic and Paralympic athletes. I now bring that same high-performance mindset to UX research, where the stakes may be different but the standard is the same: focus, precision, and insight that drives action.. Holding master's degrees in both UX and rhetoric (persuasive writing is designing!), I bring a rare combination to research: ample experience in high-stakes, service-intensive environments, intentional research methodology, and the ability to persuasively articulate insights through storytelling. I thrive in fast-paced entrepreneurial environments, and am seeking a role where research directly shapes product direction and user outcomes.

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**Experience** **UX Research Intern | SolarSPELL @ Arizona State University** Aug 2025 – Present  
Tempe AZ / Remote

*A solar-powered digital library initiative at Arizona State University that delivers offline educational content to remote and under-resourced communities worldwide.*

- Planned and executed mixed-methods UX research—including moderated usability tests, contextual inquiry, and stakeholder interviews—to evaluate usability, accessibility, and information architecture of an offline-first digital library serving educators and students across 14+ countries.
- Spearheaded SolarSPELL's first-ever comprehensive accessibility audit, identifying 130 issues across two platforms and producing a detailed remediation report with annotated wireframes that enabled immediate developer action and supported leadership desire to align platform with the organization's inclusion mission.
- Developed a comprehensive usability testing framework for the content curation platform – including research plan, protocols, and participant criteria – designed to identify onboarding breakdowns, inform a platform-wide redesign and enable the organization to conduct future research independently.
- Synthesized qualitative findings into structured insight reports and prioritized recommendations, collaborating with cross-functional teams (design, engineering, content curation, program leadership) to translate research into feasible improvements for low-bandwidth, offline-first environments.

### **UX Researcher (freelance) | Utah Olympic Oval**

Kearns UT / Remote

*A 2002 Winter Olympic venue and one of the world's premier speed skating facilities, now operated as a public recreation center and elite training site.* Aug 2024 – Dec 2024

- Identified 14 WCAG violations (9 critical) through a comprehensive heuristic evaluation and accessibility audit, prompting leadership to prioritize remediation due to revealed non-compliance with ADA Title II and Twenty-First Century CVAA.
- Executed an end-to-end UX evaluation of the public-facing website using surveys, moderated usability tests, and stakeholder interviews, assessing navigation clarity, content discoverability, task completion, and accessibility compliance.
- Delivered a findings report and executive presentation translating research insights into prioritized, actionable recommendations. The operational impact framing (reduced barriers, fewer support inquiries, improved access to pay-to-play services) prompted leadership to establish a UX function as a future strategic initiative.
- Created a reusable Web Accessibility Assessment template to formalize WCAG AA compliance analysis across severity, frequency, and legal risk, giving the organization tools to evaluate other digital interfaces independently.

**Experience  
(cont.)**

**CX/Service Design Consultant | Olympic Legacy Foundation**  
Park City UT / Remote

Jun 2022 – Aug 2023

*A nonprofit organization that operates and preserves Utah's 2002 Winter Olympic legacy through public access, community programming, and training venues.*

- Contributed to Utah's successful 2034 Winter Olympic bid by leading feasibility planning for an Integrated Support Hub concept combining digital and physical services across multiple Olympic venues, work that was deemed to demonstrate above-and-beyond commitment to athlete experience.
- Conducted structured discovery interviews and resource assessments across multiple Olympic training venues to understand service workflows, stakeholder needs, and customer experience gaps.
- Uncovered an untapped revenue opportunity by revealing how expanded altitude training-related programming for non-winter endurance sports could generate significant programmatic revenue to help sustain the ISH concept, an insight leadership had not anticipated, as they assumed the hub would require full subsidy.
- Synthesized qualitative insights into journey maps, service blueprints, and a comprehensive feasibility report that clarified touchpoints, dependencies, and improvement opportunities to guide strategic planning.

**Founder & Director | Hypo2**

Flagstaff AZ

Oct 2008 – Apr 2023

*An altitude-based, world-renowned training center providing comprehensive performance support and end-to-end customer experiences for Olympic and Paralympic delegations preparing for international competition.*

- Transformed a university-based altitude training program into a premier private sport performance center through differentiated CX strategy, earning tier-one membership in the Association of Sports Performance Centers (the only U.S. entity outside the three official Olympic Training Centers to achieve this distinction).
- Supported 356 Olympic and Paralympic medal-winning performances for athletes from 44 countries by designing and delivering world-class, high-touch training program experiences.
- Was part of the two-person leadership team that secured three official U.S. Olympic Committee designations for Northern Arizona University—U.S. Olympic Training Site, Community Olympic Development Program, and U.S. Olympic Community Partner.
- Sustained client relationships across 6 Olympic quadrennials (24 years), serving as primary liaison to leadership from 40+ nations and driving long-term retention and repeat engagements with national federations and Olympic committees worldwide.
- Led discovery research and contextual inquiry with athletes, coaches, medical providers, and administrators to understand user needs, service expectations, and operational constraints within a high-stakes performance environment.
- Mapped multi-touchpoint customer journeys across performance services, room and board, medical, and logistics functions, synthesizing qualitative insights into service blueprints and CX frameworks that informed strategic planning and operational improvements.
- Diagnosed communication breakdowns and workflow inefficiencies across distributed teams, developing tools, processes, and infrastructure that enhanced service consistency and CX performance across multiple KPIs.

## Skills

### Research Methods

- Moderated usability testing, contextual inquiry & semi-structured interviews
- WCAG-based accessibility audits & heuristic evaluations
- Survey design, administration, & analysis
- Journey mapping & service blueprints
- Qualitative synthesis & thematic analysis
- Research planning, protocol development, & documentation workflows

### Research Artifacts

- Annotated wireframes & interactive prototypes
- Personas, user journey maps, service blueprints, affinity diagrams, & user flows
- Findings reports & executive presentations

### Tools & Platforms

- Figma · Miro · Balsamiq · Chalkmark · WAVE · axe DevTools · Loom · Photoshop
  - Optimal Workshop · SurveyMonkey · Google Workspace · Microsoft 365
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## Education

### Arizona State University | Ira A. Fulton Schools of Engineering

- Master of Science | User Experience (With Distinction)

### Northern Arizona University | College of Arts & Letters

- Master of Arts | English-Rhetoric (With Distinction)

### University of Wisconsin – Madison

- Bachelor of Business Administration | Marketing-Research Focus
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## Misc

### Member

- **User Experience Professionals Association (UXPA) International**  
Supporting people who research, design, and evaluate the user experience (UX) of products and services

### Community Leadership

- **Flagstaff Sports Institute**  
Served as founding board member for long term athlete development non-profit, developing programming, recruiting sponsors, and organizing fundraising events.
- **Hoka Northern Arizona Elite**  
Served as board member for non-profit professional running team, helping with managerial issues, contract negotiations, and grants to funding partners.
- **City of Flagstaff Bicycle Advisory Committee**  
Served as committee member working hand-in-hand with the Transportation Commission on issues related to planning for and accommodation of bicycles.