

Juliette Hainline

Independent UX Researcher

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SUMMARY

I help teams make sense of complex problems and build products users trust. Eight years leading research at Google and DoorDash across consumer and enterprise users, trust and safety, AI products, and more.

EXPERIENCE

DoorDash

April 2025 – July 2026

Senior User Experience Researcher

- Owned research strategy for trust, integrity, and support experiences across a multi-sided marketplace, informing product and policy decisions for fraud detection and global support tools
- Led post-checkout research that shipped clearer delay messaging, order editing, and switch-to-pickup, significantly reducing cancellations and support contacts
- Led generative and evaluative research that drove a centralized support hub, plus a net-new internal support tool for 50k+ employees, reducing funnel friction and inbound contact volume
- Led adoption of AI-driven research workflows across 15+ PMs and 10+ designers, establishing org-wide standards that increased insight velocity

Google Search

May 2022 – April 2025

Senior User Experience Researcher

- Led Google Search's qualitative research strategy for the Digital Markets Act 6(5): 16+ studies in 6 months, with recommendations presented to VPs and implemented across product and regulatory strategy
- Led mixed-methods research on Search AI feedback experiences, connecting qualitative insights with behavioral signals to grow feedback rate +30% and volume 21x, informing model decisions

Google Workspace

Sep 2018 – May 2022

User Experience Researcher

- Owned end-to-end research on enterprise security, informing the client-side encryption launch and its expansion to Gmail, Calendar, and Meet, and a 5-year product roadmap centered on user needs
- Led foundational research on unwanted content and user trust in Google Drive, resulting in the spam folder launch with CSAT >70%

EDUCATION

The University of Chicago

2014 – 2018

Bachelor's in Computer Science

SKILLS

Research methods: Foundational research, diary studies, in-depth interviews, usability testing, journey maps, large-scale surveys, logs analysis, statistics

Technical: SQL, R, Figma; AI tools including Gemini, Claude Code, Cursor, NotebookLM

Interests: Songwriting, salsa dancing, yoga, reading