

Alyssa Joy Bautista

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SUMMARY

Strategic UX & Human Factors leader with 10 years driving end-to-end research across global brands. Expert in shaping product vision, and scaling research programs that translate user insights into adoption, retention and market growth. Known for pioneering HMI and autonomous driving experiences, blending qualitative rigor with quantitative validation to deliver safer, more intuitive, and future-ready solutions.

EXPERIENCE

Audi of America | San Jose, CA January 2022 – Present

Senior HMI Researcher

- Led research strategy for Assisted & Autonomous Driving (Level 2+ / Level 3) HMI using mixed methods approach, influencing design direction for future vehicles for the North American Market
- Translated user insights into safety-critical design improvements for the North American Market, shaping system trust and driver mode awareness

Porsche Digital Inc. | Atlanta, GA July 2020 – January 2022

UX Research & Strategy

- Directed UX research for My Porsche Ecosystem using Mixed Methods, driving adoption and retention for online car sales platforms
- Reduced time-to-market for new features by embedding research insights into design sprints

Volkswagen Group of America | Belmont, CA May 2016 – June 2019

UX Design Researcher

- Conducted mixed methods research shaping Level 3 autonomy experiences for 2025+ models, influencing global product planning
- Drove adoption of user insights into long-term strategy, impacting future HMI direction

ADDITIONAL EXPERIENCE

AnswerLab, LLC | San Francisco, CA June 2019 – June 2020

UX Researcher

Mercedes-Benz | Sunnyvale, CA March 2016 – May 2016

UX Researcher, Research in Development

EDUCATION

Bentley University McCallum Graduate School of Business | Waltham, MA **May 2027**
MS in Human Factors in Information Design

University of California Berkeley | Berkeley, CA May 2012
B.A. in Sociology & Anthropology

DEMONSTRATED LEADERSHIP

UX Design Immersive | General Assembly September – November 2015

Completed General Assembly's UX Design Bootcamp, establishing a strong foundation in User Experience design and research methods that shaped my UX career.