Jessica Orellanes Petrillo

User Research Lead | Continuous Discovery & Research Practice

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Profile

I'm a User Research Lead with eight years of UX research experience in B2B SaaS. I established Balsamiq's continuous discovery practice, growing occasional customer conversations into weekly research used across the business. Today, I lead the practice and help teams use customer evidence in product decisions.

Professional experience

Balsamiq | B2B wireframing and prototyping software

March 2016-Present | Bologna, Italy

Cloud-based software serving customers across North America, Europe, and Australia.

User Research Lead

November 2024-Present

- Together with the Product Manager, I set research priorities around business goals and upcoming decisions.
- I help teams clarify problems and identify what they need to understand before committing to solutions.
- My findings and recommendations inform quarterly product planning and backlog refinement.
- I help design experiments and interpret results, including tests of export limits on conversion and discount offers on churn.
- Through coaching, guides, training, and workshops, I help colleagues frame questions and develop their research skills.
- I continue to lead studies from research questions through to findings and recommendations.
- I manage recruitment and shared research resources, keeping participants accessible and findings available to teams.

UX Researcher

October 2018-November 2024

- I established a continuous discovery practice, making weekly customer research part of how teams explored problems and assessed ideas.
- I built recruitment processes and shared research resources to sustain the practice.
- I introduced regular concept and usability testing before and after release, conducting usability studies at least monthly.
- Research guides I created supported marketing and UX colleagues in conducting their own research.

Earlier experience

Community & Content Specialist, UX Team | Balsamiq

March 2016-October 2018 | Bologna, Italy

I built relationships with customers and created resources and product information for the Balsamiq community. Those relationships later became the foundation of research recruitment.

Digital Marketing & Web Specialist | Ingenio Mesh

April 2014-February 2016 | Bologna, Italy

At this digital agency, I translated client needs into website structures, interfaces, and content, then worked with developers through implementation.

Strategic Communications Assistant | CAF, Development Bank of Latin America

February 2008-February 2013 | Caracas, Venezuela

I produced digital communications, created visual materials, and maintained the corporate intranet. The role involved working with senior public-sector stakeholders in a multinational environment.

Education and professional development

UX Master Certificate, UX Research specialty | Nielsen Norman Group

Product Management programme | Product Heroes
Enrolled; scheduled November 2026-January 2027

Additional training: usability testing; survey design and analysis; behavioural design; Jobs to Be Done & Outcome-Driven Innovation.

Social Communication | Universidad Católica Cecilio Acosta
Technical secondary school diploma, Administration and Data Processing | Instituto Técnico Jesús Obrero

Languages and community

Spanish: native | English: full professional | Italian: full professional

ProductTank Bologna: community member; help organise at least two events per year.