JUSTIN SIRIS   Senior UX Researcher

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Professional Summary

Senior User Experience Researcher with 8+ years uncovering user wants, needs, and abilities through generative and evaluative research across, e-commerce, enterprise systems, and financial services. Expert in mixed methods (in person observations, in depth interviews, surveys, usability testing, and concept testing) and collaborating with cross-functional teams to drive product and service improvements. Proven AI/ML research experience: led discovery for AI metadata extractor improving data accuracy by 12% and built AI research agent for transcript analysis. Track record connecting research to business outcomes (15-point satisfaction increase, 30% task completion improvement, 35% adoption growth) while mentoring researchers and presenting insights to project teams, VPs, and executives. Committed to staying current with industry trends, including completing MIT's AI for Business Strategy course and building AI tools to accelerate research synthesis.

Core Skills

METHODS: Generative Research | Evaluative Research | Qualitative | Quantitative | Mixed Methods | Ethnography | Usability Testing | Cognitive Walkthroughs | Surveys | Interviews | Co-Design Workshops | AI/ML Research | Data Analysis | Service Blueprinting

TOOLS: Jira | Confluence | Qualtrics | MUiQ | UserTesting | User Interviews | dScout | Figma | Miro | Mural

CAPABILITES: Cross-Functional Collaboration | Stakeholder Management | Integrating Research into Product Roadmaps | Customer Insights | Actionable Recommendations | Compelling Storytelling

Work Experience

Senior User Experience Researcher   June 2024 – February 2026
THE HOME DEPOT - Enterprise and Online User Experience Teams   *Remote*

- Built AI research agent using enterprise Gemini to clean transcripts and code behaviors, motivations, and pain points for accelerated synthesis

- Designed scalable 28-state field research program that uncovered previously inaccessible customer insights, driving strategic product and service design decisions

- Led field research uncovering AI assistant adoption barriers: weak signage value proposition and one-size-fits-all recommendations; recommended copy changes and onboarding questions to gauge user expertise

- Facilitated multi-store research on inconsistent appliance return processes; findings drove decision to relocate evaluation to warehouses and standardize condition checklists by appliance type

- Conducted pre-Black Friday usability assessment that revealed countdown-timer time zone confusion and inconsistent sale price and Black Friday badge between list and detail pages; fixes contributed to record Black Friday event sales

- Led benchmarking initiative across consumer and commercial segments, surfacing issues that drove design changes with follow-up studies showing 4% satisfaction lift and 17% error reduction

- Spearheaded mixed methods Pro Quotes research: usability testing uncovered quote findability issue, cognitive walkthrough uncovered naming mental models; recommended structured metadata fields and filtering, adopted to roadmap

- Mentored 3 junior researchers to independently lead studies; reduced delivery time, added 4 studies per quarter to team capacity, and stakeholders praised recommendation clarity

User Experience Design Researcher - Assistant Vice President May 2021 – June 2024
U.S. BANK - Document Management Platform *Remote*

- Led discovery research across three banking lines for AI metadata extractor; identified document variations vendors couldn't handle, recommended build approach that saved bankers 1 hour daily in manual data entry

- Spearheaded ethnographic field research at bank branches that uncovered teller hardware limitations and customer data update failures; findings drove pre-launch fixes and fallback signing procedures

- Owned generative and evaluative research across Document Management Platform, serving as dedicated research lead for 4 cross-functional agile teams

- Negotiated a seat in quarterly product meetings with platform leadership, presented research outcomes and roadmap alongside PMs; shifted perception of research value and increased proactive collaboration from PMs and Designers

- Facilitated OKR and KPI workshops with product, engineering, design, content, and accessibility to align research with business objectives

- Delivered eSignature Manager research from discovery through post-launch; Field observations, workflow interviews, prototype testing, and satisfaction surveys; drove improvement from 68% to 83%

- Designed cross-functional survey to diagnose Upload component adoption barriers; findings drove targeted improvements, increasing component adoption from 20% to 60% across 80 teams

User Experience Researcher & Designer July 2019 – May 2021
BRISTOL-MYERS SQUIBB - User Experience Center of Excellence *Princeton, NJ*

- Facilitated co-design workshop with Sales, R&D, IT, and HR for employee self-service portal, identifying core pain points and shaping content strategy to reduce call center volume

- Conducted global moderated usability test for employee self-service portal with 20 users across Americas, Europe, and Asia; uncovered equipment ordering friction and recommended role-based bundles that reduced time-on-task by 23%

- Conducted usability test for clinical trial recruiting platform, identifying barriers to finding active trials and signup contacts; streamlined process increased SUS scores by 34%

Education

Bentley University, McCallum Graduate School of Business | Waltham, MA

Master of Science (MS), Human Factors in Information Design | May 2018

Master of Business Administration (MBA) | May 2017

Stony Brook University | Stony Brook, NY

Bachelor of Arts (BA), Psychology, Minor in Business Management | January 2012

Professional Development

Vanderbilt University | Remote

Prompt Engineering for ChatGPT | In Progress

MIT Sloan / Computer Science & Artificial Intelligence Laboratory | Cambridge, MA

Artificial Intelligence: Implications for Business Strategy | August 2025