

JUSTIN SIRIS

M.B.A., M.S. Human Factors in Information Design

(631) 987-9227 | jsiris879@gmail.com | www.justinsiris.com | <https://www.linkedin.com/in/justinsiris/>

Lead UX Researcher with unique MBA + MS Human Factors in Information Design background, driving strategic business outcomes through user-centered insights. 8+ years proven success in mixed-method research across complex product environments, consistently improving usability and organizational productivity. Currently advancing expertise in AI business strategy through MIT's executive program to drive organizational transformation and competitive advantage. Strong track record in stakeholder management, cross-functional collaboration, mentoring research teams, and leading research initiatives that shape product roadmaps and enhance user experiences.

WORK EXPERIENCE

THE HOME DEPOT - Contract, Remote

June 2024 – February 2025

Senior User Experience Researcher

Led mixed-method user research initiatives that provided data backed insights and influenced product strategy by facilitating user-centered decision-making within design and product teams.

- Executed mixed-method research initiative for The Home Depot's B2B purchasing platform, conducted cognitive walkthroughs with users of competitor systems and usability tested proposed designs; insights drove feature prioritization decisions that increased user satisfaction and reduced task completion time.
- Spearheaded research initiative to establish a benchmarking program for The Home Depot's online digital experiences; collaborated with the UX Research Manager to define strategy and led cross-functional workshops to align researchers and stakeholders on the program roadmap.
- Led user research to optimize the Black Friday experience across The Home Depot's homepage, Product List Pages, and Product Information Pages, uncovered navigation and awareness insights that shaped the online strategy. Insights contributed to the most successful online Black Friday sales in company history.
- Mentored junior researchers on research fundamentals, providing guidance on defining targeted research questions, refining study methodologies, and creating compelling stakeholder presentations.

U.S. BANK, Hybrid - New York, NY

May 2021 – June 2024

User Experience Design Researcher - Assistant Vice President

Owned research for the Document Management Platform, influenced product strategy across 4 independent agile teams by delivering just-in-time research to facilitate product and design decisions.

- Conducted in-depth qualitative interviews with document management users to evaluate the AI metadata extractor tool, uncovered critical workflow pain points and user adoption barriers; insights informed product development priorities and contributed to a 28% improvement in utilization rates.
- Spearheaded end-to-end research across product lifecycle for U.S. Bank's Electronic Signature Manager, executed discovery research, field studies, prototype testing, live site evaluation, and post-launch assessment; comprehensive research approach delivered actionable insights at each development phase, resulted in 30% improvement in task completion rates and 15% increase in employee productivity.
- Led quantitative unmoderated usability research to assess user performance across critical file management tasks: uploading, searching, moving, renaming, and file deletion; research insights drove interface optimizations that reduced time-on-task by 10% and improved overall system efficiency for document management users.

- Conducted cross-functional survey with designers, product managers, and developers to evaluate the Upload component's implementation feasibility, value proposition, common integration challenges, usage barriers, and perceived benefits that informed component roadmap decisions and increased adoption by 35% across development teams.

BRISTOL-MYERS SQUIBB - Contract, Princeton, NJ

July 2019 – May 2021

User Experience Researcher & Designer

Designed and conducted qualitative and quantitative research for employee portal. Conducted qualitative research on clinical trial recruitment platform.

- Spearheaded comprehensive employee portal design initiative, conducted moderated and unmoderated card sorting to understand user mental models, facilitated cross-functional participatory design workshops with Sales, R&D, IT, and HR stakeholders; designed 5 Figma prototypes that streamlined common tasks and addressed key organizational concerns identified through stakeholder workshops.
- Led global usability research for Bristol-Myers Squibb's employee portal, conducting moderated testing with 20 users across Americas, Europe, and Asia to validate design solutions; research-driven improvements reduced time-on-task by 23% and improved workflow efficiency across key user journeys.
- Spearheaded user research initiative for the clinical trial recruiting platform, combining qualitative interviews with usability testing to uncover educational deficiencies and navigation pain points; research findings drove strategic redesign decisions that increased platform usability scores by 35% and streamlined recruitment workflows.

ENTERPRISE ASPHALT PAVING, INC., Setauket, NY

January 2012 – July 2019

Technology Strategist | Marketing Manager | User Researcher

Conducted user interviews to understand customer search behavior, built CRM tools for real-time quoting, designed company website, and created promotional video content.

- Contributed to 23% revenue growth by designing, building, and advertising a new company website based on user insights.

SKILLS

Research Methods: In-person and Remote Interviews | Moderated and Unmoderated Usability Testing | Field Studies | Ethnographic Studies | Surveys | Card Sorting | Heuristic Evaluations | Research Synthesis | Competitive Analysis | A/B Testing

Tools: UserTesting | Qualtrics | Figma | User Interviews | Dscout | MUIQ | Jira | Confluence | Mural | Miro

Core Competencies: Design Thinking | Research Operations | Cross-Functional Team Collaboration | Research Study Design | Stakeholder Management | Wireframing | Research Analysis | Presenting Findings | Tailoring Reports and Findings to Diverse Audiences | Research Training & Mentorship

EDUCATION

Master of Science (MS) Human Factors in Information Design

Master of Business Administration (MBA)

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

Bachelor Arts (BA) Psychology with Minor in Business Management

Stony Brook University, Stony Brook, NY

Course: Artificial Intelligence - Implications for Business Strategy

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