

# JUSTIN SIRIS

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

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# Senior UX Researcher

## Professional Summary

Senior UX Researcher with 8+ years translating user insights into product strategy across enterprise platforms, healthcare technology, and consumer experiences. I specialize in mixed-methods research that drives measurable outcomes: 30% task completion improvements, 58% component adoption rates, 35% platform usability gains. My work spans generative discovery to evaluative testing at scale, establishing benchmarking programs and research operations infrastructure that scales across teams. I thrive in fast-paced environments where speed and rigor coexist, guiding stakeholders to the right research approach at the right time. With dual master's degrees in Human Factors in Information Design and Business, I connect user experience with business impact. Whether conducting multi-region field studies, leading global research, or mentoring junior researchers, I focus on making research actionable and aligned with what teams need to move forward confidently.

## Skills

- Mixed-Methods Research
- Qualitative & Quantitative Research Methods
- Generative Discovery
- Evaluative Usability Testing
- Stakeholder Collaboration
- Remote Research
- Fast-Paced Iterative Environments
- Research Operations
- Developer & Enterprise Tooling
- User Interviews
- Surveys
- Field Studies
- Benchmarking
- Cross-Functional Collaboration
- Research Advocacy
- Compelling Storytelling
- Service Blueprints

## Work Experience

### Senior User Experience Researcher

*The Home Depot*

June 2024 – Present

Remote

- Led mixed-methods research across enterprise B2B purchasing platform, conducting cognitive walkthroughs, concept validation interviews, and usability testing to drive feature prioritization and reduce task completion time
- Established benchmarking program tracking 6 user journeys across consumer and commercial segments, monitoring satisfaction scores (4% increase), error rates (17% reduction for tool rental), and behavioral metrics reported quarterly to stakeholders
- Executed tactical research for Black Friday online experience within 4-week timeline, combining qualitative discovery to uncover navigation pain points with parallel unmoderated usability testing to quantify impact at scale, shaping strategy that supported record-breaking sales
- Built research operations infrastructure including Field Day Program process documentation enabling multi-region studies, intake process for research requests, and peer review frameworks for test plans and reports
- Mentored junior researchers on defining targeted research questions, refining study methodologies, and creating compelling stakeholder presentations, fostering team growth and research quality

### User Experience Design Researcher - Assistant Vice President

*U.S. BANK*

May 2021 – June 2024

Remote

- Conducted research across Document Management Platform supporting 4 independent agile teams, prioritizing competing requests based on delivery timelines and user impact to influence product strategy with timely insights
- Partnered with developers and engineers to evaluate Upload component adoption barriers, conducting cross-functional survey identifying implementation bottlenecks, created self-serve documentation increasing adoption from 23% to 58% across 83 teams

- Led end-to-end research for Electronic Signature Manager spanning generative discovery (field studies observing bankers, workflow interviews), iterative prototype testing, and post-launch surveys, improving task completion by 30% and productivity by 15%
- Executed tactical usability study within 2-week sprints evaluating document repository component, balancing speed and rigor through unmoderated testing and focused scope to enable fast design decisions
- Pivoted AI metadata extractor qualitative study mid-project when leadership expedited timeline for build vs. vendor decision, rapidly synthesized workflow insights and AI adoption attitudes to inform product development, contributing to 28% utilization improvement
- Designed research intake process and contributed to research repository, establishing scalable operations and knowledge sharing across UX research team

### **User Experience Researcher & Designer**

*BRISTOL-MYERS SQUIBB*

July 2019 – May 2021

*Princeton, NJ*

- Designed and conducted qualitative and quantitative research for employee portal and clinical trial recruitment platform, collaborating with cross-functional stakeholders (Sales, R&D, IT, HR) to capture user behaviors and inform design decisions
- Executed moderated and unmoderated card sorting studies to understand user mental models, facilitated participatory design workshops, and produced Figma prototypes
- Directed global usability research conducted moderated testing with 20 users across Americas, Europe, and Asia to validate design solutions, reducing time-on-task by 23% and enhancing workflow efficiency
- Managed research for clinical trial recruiting platform combining qualitative interviews with usability testing to identify knowledge gaps and navigation pain points, driving redesign that boosted platform usability scores by 35%
- Designed research intake process and contributed to research repository, establishing scalable operations and knowledge sharing across UX research team

### **Technology Strategist | Marketing Manager | User Researcher**

*ENTERPRISE ASPHALT PAVING, INC.*

January 2012 – July 2019

*Setauket, NY*

- Conducted user interviews and usability testing to understand customer search behaviors and pain points, designed and built company website integrating research insights that contributed to 23% revenue growth
- Developed CRM tools for real-time quoting and produced promotional video content, ensuring user experience methodologies directly informed business outcomes

## **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 | In Progress**

Prompt Engineering for ChatGPT

### **MIT Sloan / Computer Science & Artificial Intelligence Laboratory | August 2025**

Artificial Intelligence: Implications for Business Strategy