

# Justin W. Siris | MBA, MS

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

## UX RESEARCHER

Results-driven UX Researcher with a proven track record of uncovering actionable insights that drive intuitive user experiences. Skilled in managing end-to-end research projects, creating research roadmaps, and applying diverse methodologies to reveal deep understanding of user needs, behaviors, and pain points. Thrives in fast-paced, cross-functional environments, translating complex data into compelling narratives that inform design decisions. Consistently delivers findings that shape user-centered design solutions, enhancing product usability and user satisfaction across digital platforms.

## AREAS OF EXPERTISE

Discovery Interviews | Contextual Inquiry | Moderated Usability Testing | Unmoderated Usability Testing | Surveys | Workshop Facilitation | Competitive Analysis | Task Analysis | Card Sorting | Research Data Analysis | Journey Mapping | Personas | Concept Testing | UserTesting | User Interviews | Dscout | Qualtrics | Jira | Confluence | Mural | Miro | Google Applications | Figma | Sketch | Invision | Communication | Collaboration | Research Roadmap Planning | Human Centered Design Thinking

## PROFESSIONAL EXPERIENCE

**The Home Depot**, New York, NY

June 2024 – Present

### **Sr. User Experience Researcher**

Spearheaded both generative and evaluative research initiatives, employing mixed-method approaches to uncover critical insights into user behaviors, needs, and pain points. Translated findings into actionable recommendations that directly influenced product strategy

- Strategically designed and executed comprehensive research studies, collaborating closely with design and product teams to define precise objectives and scope, ensuring alignment with design and business goals.
- Developed targeted participant screening criteria and successfully recruited diverse user groups, tailoring selection to specific study requirements and enhancing research validity.
- Demonstrated versatility in research methodologies, skillfully conducting moderated and unmoderated usability tests, interviews, and surveys to address a variety of project objectives.
- Utilized advanced data analysis techniques to extract meaningful insights into user behaviors, preferences, and pain points, driving evidence-based design decisions.
- Crafted compelling, visually engaging presentations to effectively communicate research findings, tailoring content and delivery to diverse audience sizes and stakeholder needs.
- Consistently translated complex research data into actionable recommendations, enabling cross-functional teams to make informed decisions and enhance product usability.
- Led impactful UX research workshops, facilitating collaborative sessions to identify key benchmarking metrics for The Home Depot's online user experience, directly contributing to strategic UX improvements.

**U.S. BANK**, New York, NY

May 2021 – June 2024

### **User Experience Design Researcher | Assistant Vice President**

Collaborated with design, product, and engineering departments to determine research needs and scope research projects together. Designed and led qualitative and quantitative research studies to deliver strategic and tactical insights.

- Led generative and evaluative research studies to uncover insights into users' mental models and behaviors to make recommendations to improve end user interfaces.

- Analyzed research data in Mural, FigJam, and Excel to determine positive and negative research findings.
- Extracted actionable insights from research findings to facilitate decision-making based on end users' perspectives.
- Presented research to teams and business leadership across the organization.
- Facilitated workshops to gain buy-in from decision makers to implement changes based on research findings.
- Participated in design reviews to bring the end user's perspective so design teams could create intuitive user experiences.
- Worked with Product and Agile teams to ensure end-user research was represented in quarterly product plans.
- Worked both independently and collaboratively with research, design, product, engineering, and agile teams to achieve the most intuitive end user experiences.

**BRISTOL-MYERS SQUIBB**, Princeton, NJ

July 2019 – May 2021

**User Experience Researcher | Designer**

Conducted usability testing on consumer-facing clinical trial recruitment website. Reviewed website for digital accessibility issues related to visual, cognitive, audio, & dexterity experiences. Designed and ran employee facing research studies with R&D, Sales, IT and HR.

- Designed research studies to learn more about the needs, behaviors and “pain points” of end users.
- Worked with stakeholders to understand their needs and identify questions regarding end users to scope research studies.
- Conducted and analyzed qualitative research to gain actionable insights.
- Created presentations with PowerPoint to convey findings to stakeholders.
- Used Sketch and Figma to create multiple interaction design prototypes for the internal support portal. Used Sketch to create mockups for desktop, laptop, tablet, and mobile versions of the support portal to test with end users.

**ENTERPRISE ASPHALT PAVING, INC.**, Long Island, NY

January 2012 – July 2019

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

Designed, built, and maintained responsive company website. Created user experience research study to discover how customers search for company's services.

- Created innovative ways to work with a mobile office setup enabling estimators to deliver quotes in real time.
- Strategically executed targeted digital advertising campaigns across text and image platforms to acquire new customers.
- Designed and built customer relationship management database and data input forms to enable estimators to quickly input customer information and facilitate the delivery of real time quotes.
- Shot and edited promotional videos and training films for the company.

## **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