

Dave Marcus

UX Design Research

Portfolio of design studies and impact

<http://ux.expert>



Consulting



AT&T

Over two decades of UX design research experience



13 years

3 roles

- Individual contributor
- Technical Leader
- Mentor

4 business units

- Security
- Service provider
- Small/medium business
- Energy management

12 product engagements

50+ design research studies



9 years

2 roles

- UX Research Lead
- Mentor

10 teams

- Domains
- POps
- gBus
- Ariane
- TurboLaunch
- Snippets
- OKRs
- MOMA
- Legal Removals
- Contracts

20 product engagements

120+ design research studies



AT&T



6 months

2 roles

- UX Research Lead
- Mentor

1 team

- Atlas C&E

1 product engagements

10+ design research studies

UC-500 S/MB Router

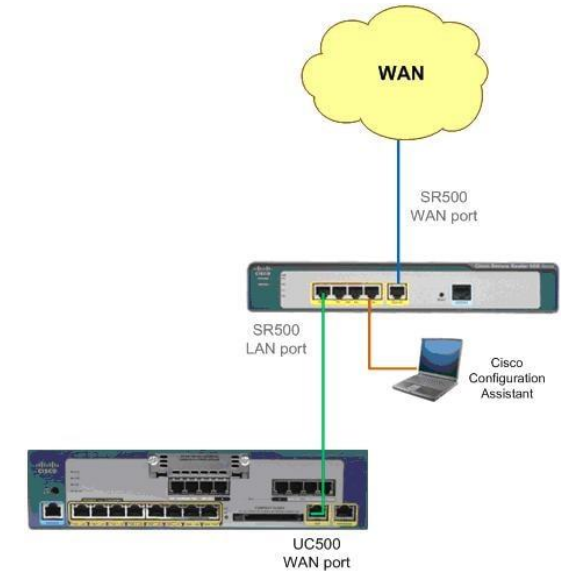
UX Technical lead

Qualitative research

- 1:1 in-person moderated
 - Persona interviews
 - Iterative concept testing
- Large-audience surveys
- Comparative analysis

Impact

- Deployment times reduced from days to hours
- Deployment support costs reduced from thousands of dollars per device to nearly zero
- Partner supplier ROI maximized



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Wide Area Application Services (WAAS)

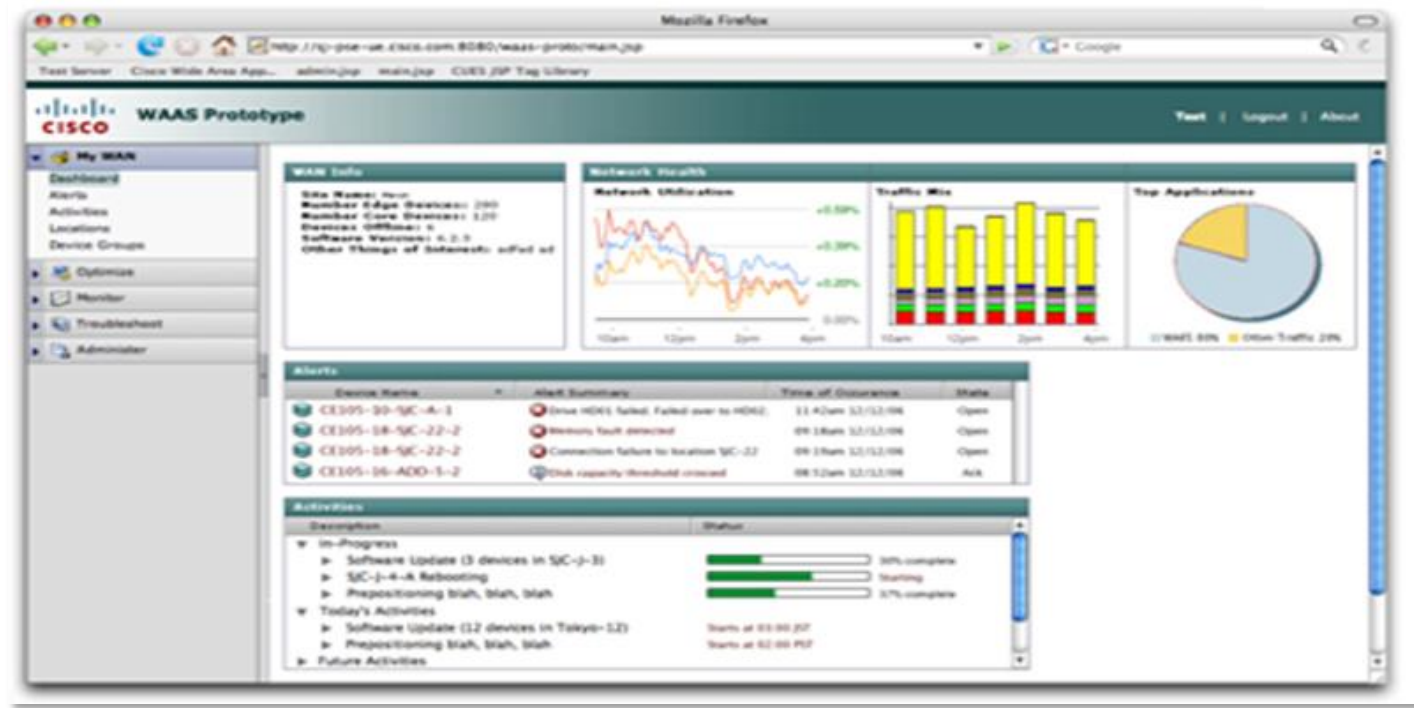
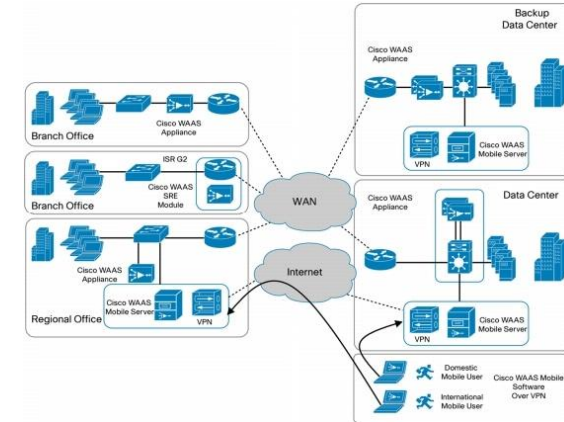
UX Technical lead

Qualitative research

- 1:1 in-person moderated
 - Persona interviews
 - Iterative concept testing
- Comparative analysis

Impact

- Simplified administration, reduced training time from multiple days to several hours
- Project nearly scrapped, but toolkit optimization enabled Enterprise and Service-provider tier buy-in



Domains

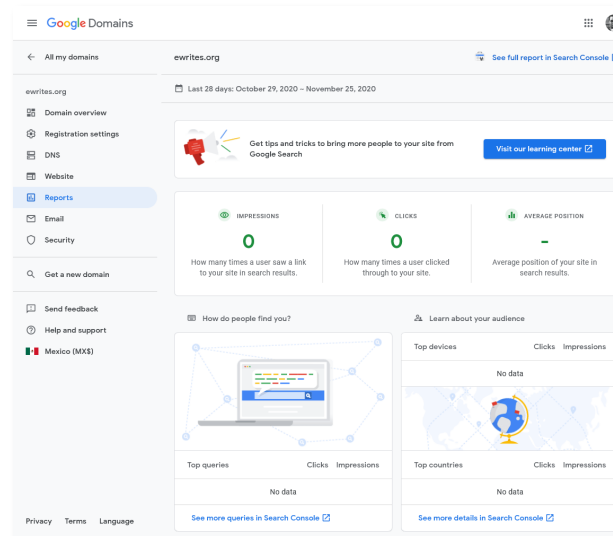
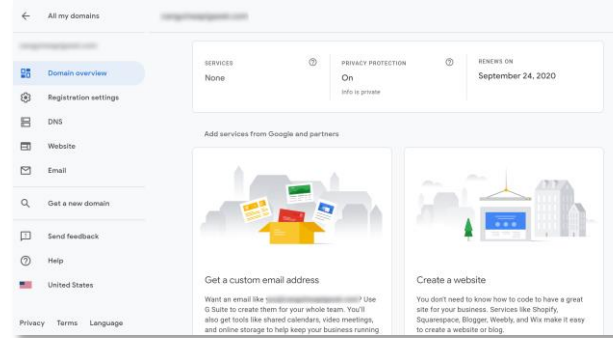
UX Research Lead

Qualitative research

- 1:1 in-person moderated
 - Persona interviews
 - User journey maps
 - Iterative concept testing
 - Baseline performance testing
- Mobile testing
- Heuristic review
- Comparative analysis
- Large audience marketing surveys

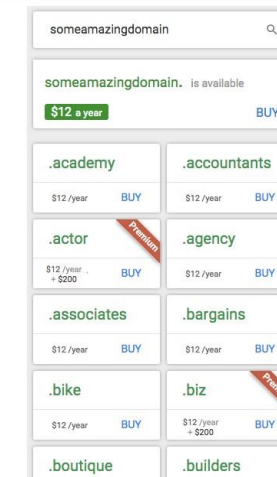
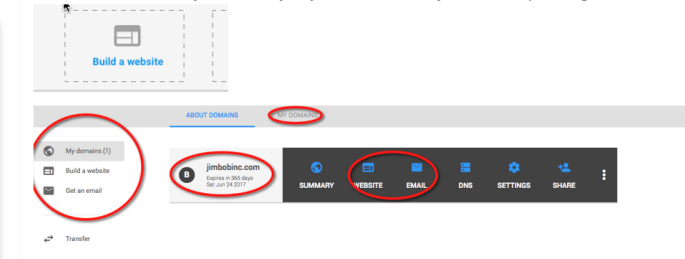
Impact

- Enabled small business rapid domain deployment
- Informed a desktop and mobile design architecture that could compete with GoDaddy



Navigation architecture

Issues 4.1 & 4.5 - Finding a starting point, a "home base" is challenging
In some cases, there may be too many ways to start an activity, rather than providing a clear "home"



Google Domains

Onboarding Concierge

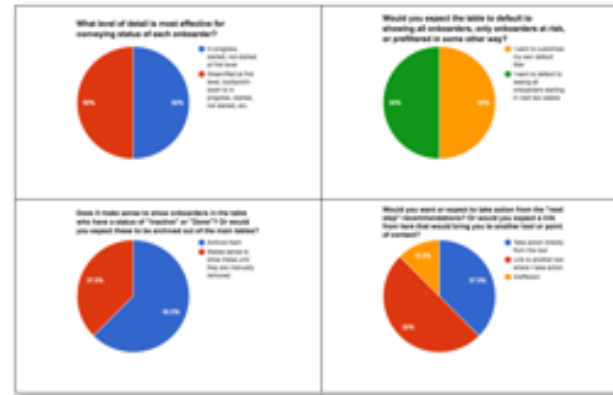
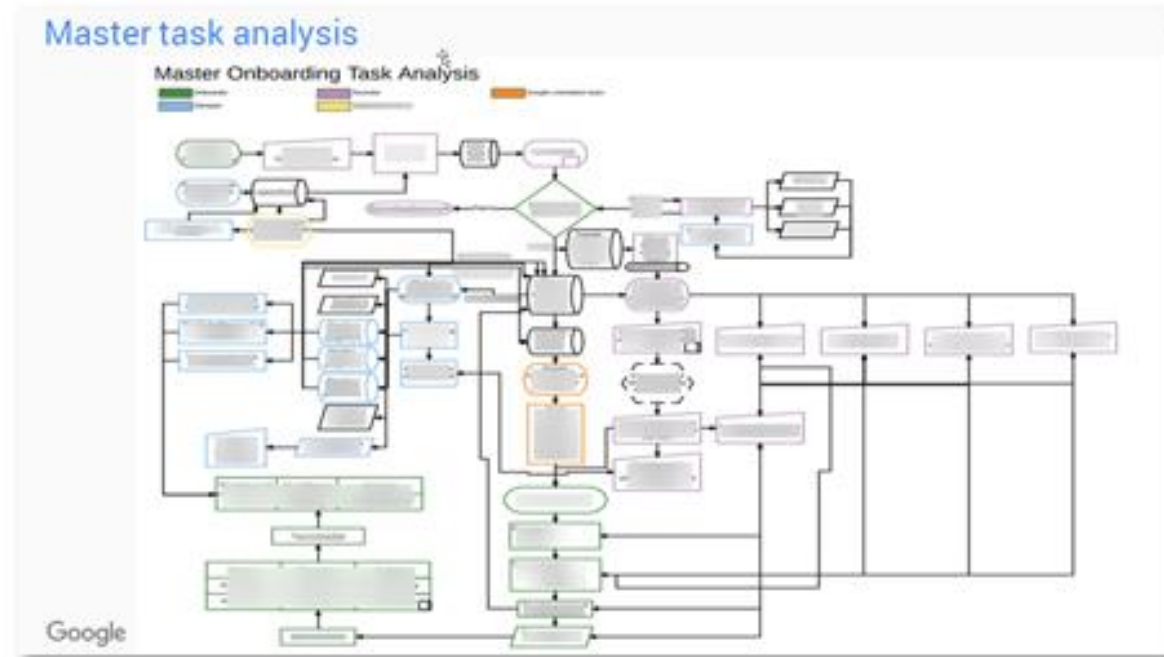
UX Research Lead

Qualitative research

- 1:1 in-person moderated
 - Persona interviews
 - User journey maps
 - Iterative concept testing
 - Baseline performance testing
 - Mobile testing
- Heuristic review
- Comparative analysis
- Large audience surveys
- Agile burndown

Impact

- Identified key stresses within the Google onboarding process
- Optimized the onboarding communication workflow for new Googlers, managers, and recruiters

[illegible]

Headcount manager

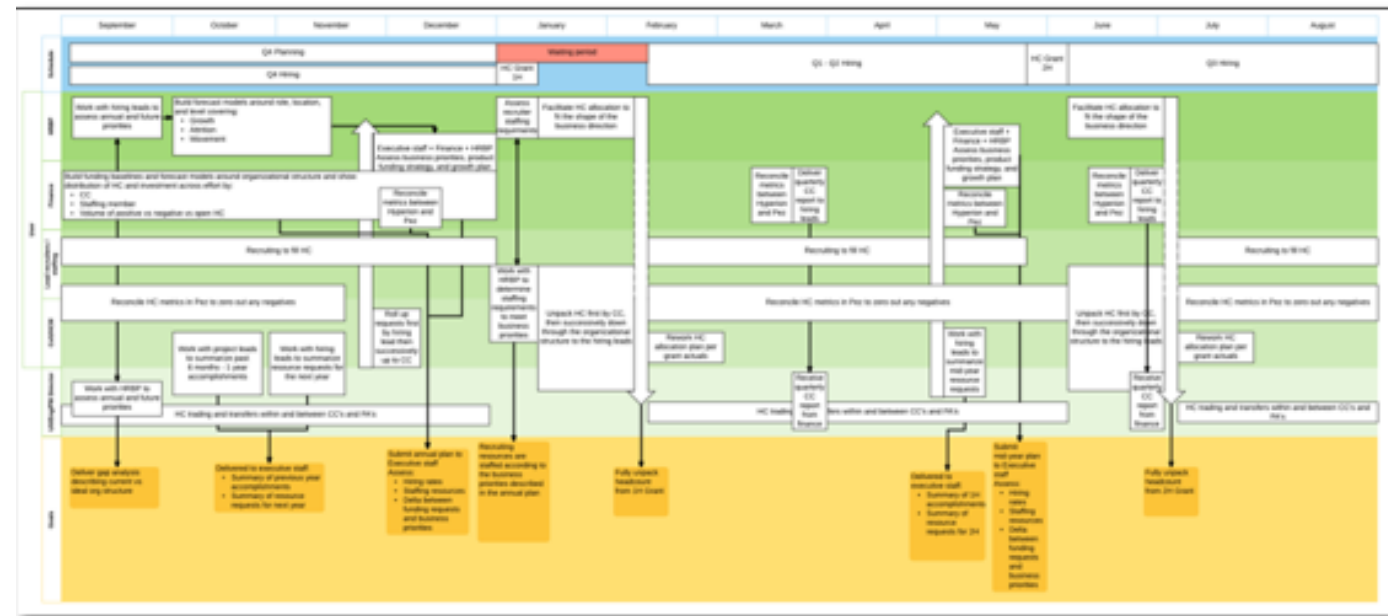
UX Research Lead

Qualitative research

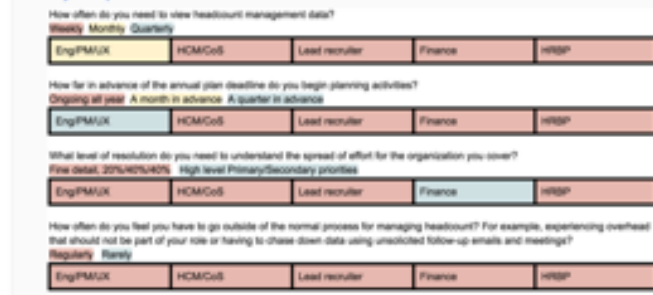
- 1:1 remote moderated
 - Persona interviews
 - User journey mapping
- Comparative analysis
- Large-audience survey

Impact

- Delivered an understanding of the key stakeholders for managing headcount at Google
- Identified goals, workflow, and key collaboration points, enabling a more efficient execution of headcount and resource management



Survey Responses



Survey Responses



Executive Summary

Eng Director/PMUX
Chief of Staff/HRM
Lead Recruiters/Staffing
Corp/PA/Finance
HRBP

- "It's hard to manage in a company that is so large and so complex. It's a lot of data and so many people are involved."
- Have to wait too long before the final HR allocation is known
- Need proper and allocation planning tools
- Spend time reconciling data rather than facilitating allocation
- Need too many custom tools or spreadsheets to capture the big picture
- Spend time chasing evidence between hiring and staffing resources
- Need trending tools and resource fulfillment planning tools
- Want to track investment costs but are unable to see the big picture
- Need trending and investment analysis tools
- Want to shape the business but depend on data in constant flux
- Need organizational planning tools



Accord Legal Contracts

UX Research Lead

Qualitative research

- 1:1 remote moderated
 - Persona interviews
 - User journey maps
 - Iterative concept testing
 - Baseline performance testing
- Heuristic review
- Comparative analysis
- Large audience surveys

Impact

- Delivered research supporting the platform transition for an entirely new Contract management program between Google and partner vendors
- Designed and delivered from-scratch dashboard designs to track program performance



Atlas C&E Deployment

UX Research Lead

Qualitative research

- 1:1 remote moderated
 - Persona interviews
 - Iterative concept testing
- Heuristic review
- Comparative analysis
- Large audience surveys
- Agile burndown
- Mobile experience design

Impact

- Led a team of researchers and designers to deliver a new experience for AT&T engineers to more efficiently design, deliver, and track field equipment deployments
- Managed research across a variety of personas to modernize AT&T's deployment strategies



IBM UX AI Ideation Lab

UX Lead

Qualitative research

- 1:1 remote moderated
 - Persona interviews
 - Iterative concept testing
- Comparative analysis
- Large audience surveys
- Generative AI design
- Prompt engineering

Impact

- Defined and managed a program to create generative-AI based UX task accelerators
- Consolidated existing work to componentize the UX process and define AI guardrails for WatsonX-based AI UX toolkits
- Delivered UX accelerators for common UX tasks like research and design execution

