Dave Marcus

UX Design Research

Portfolio of design studies and impact

http://ux.expert

Over two decades of UX design research experience

CISCO

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

Google

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

IBM Consulting

6 months

2 roles
- UX Research Lead
- Mentor

1 team
- Atlas C&E

1 product engagements

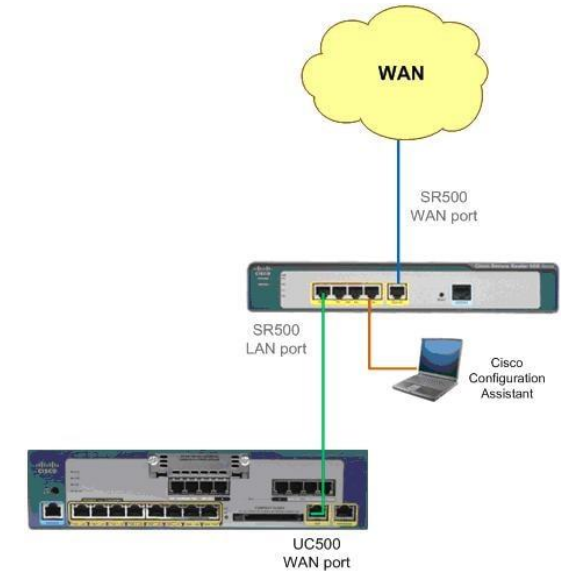**10+ design research studies**

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

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
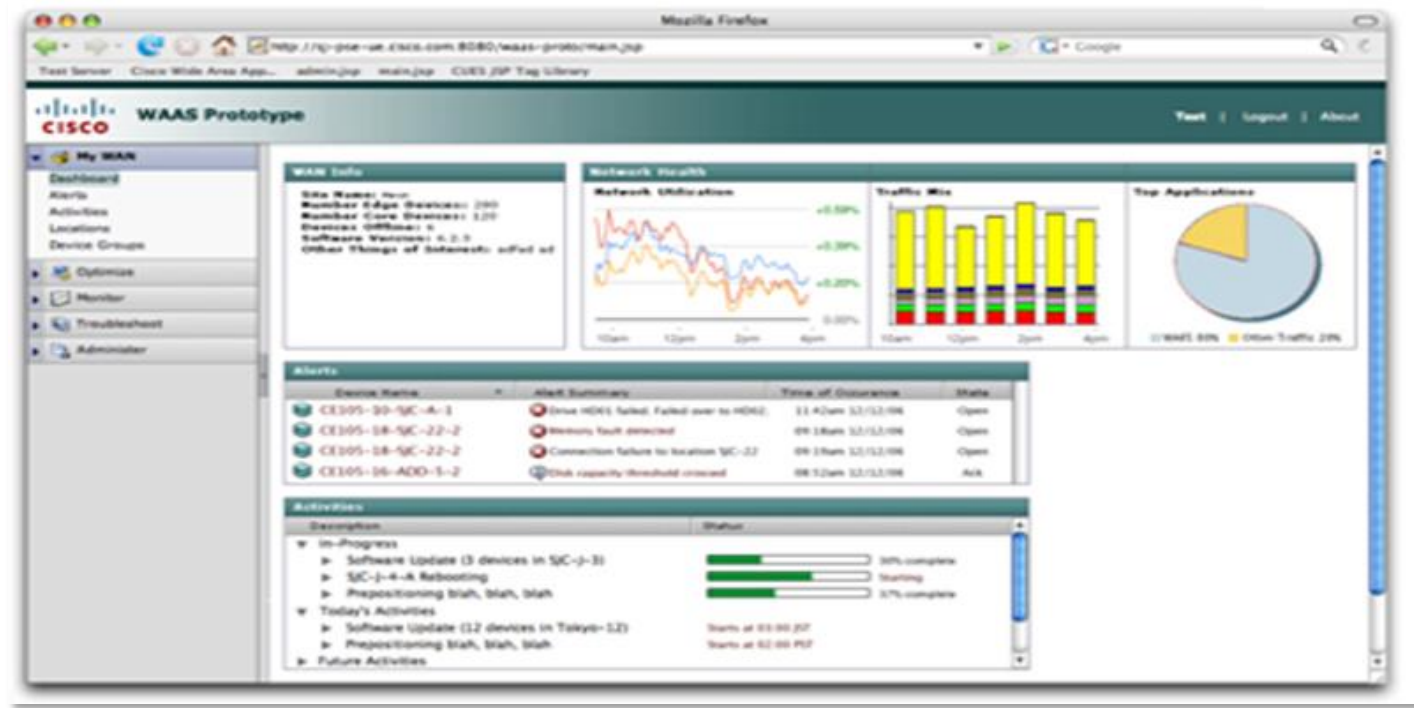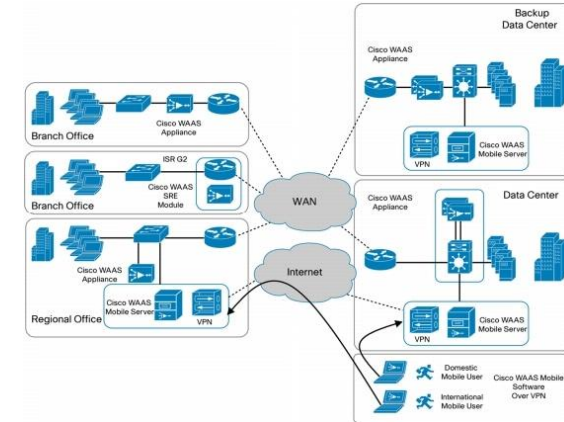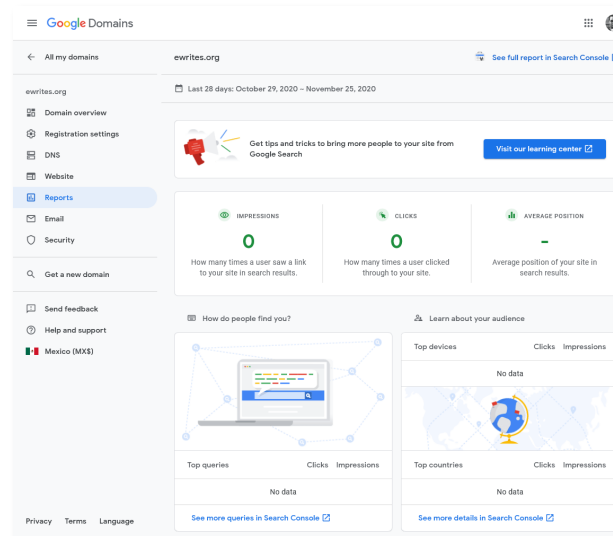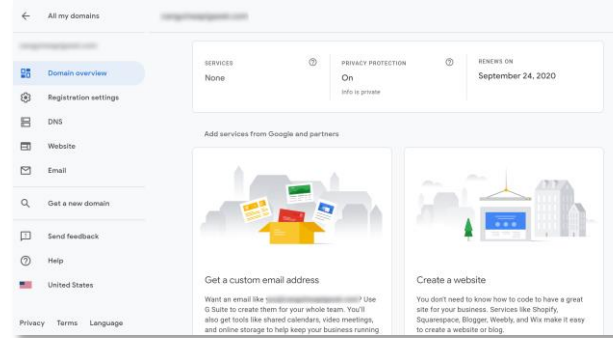
Domains

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"
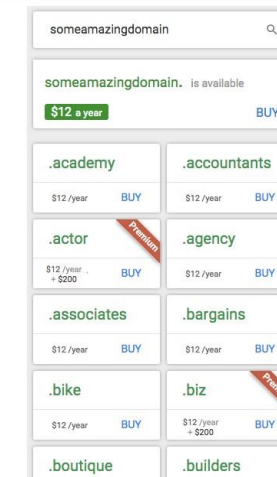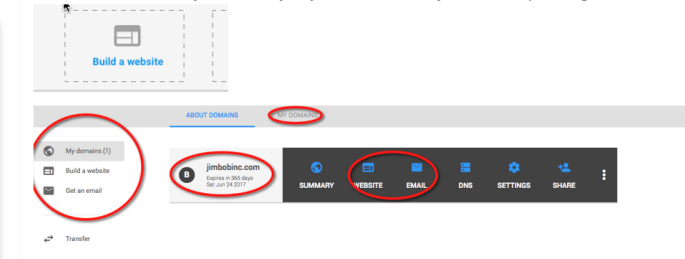
Google Domains

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

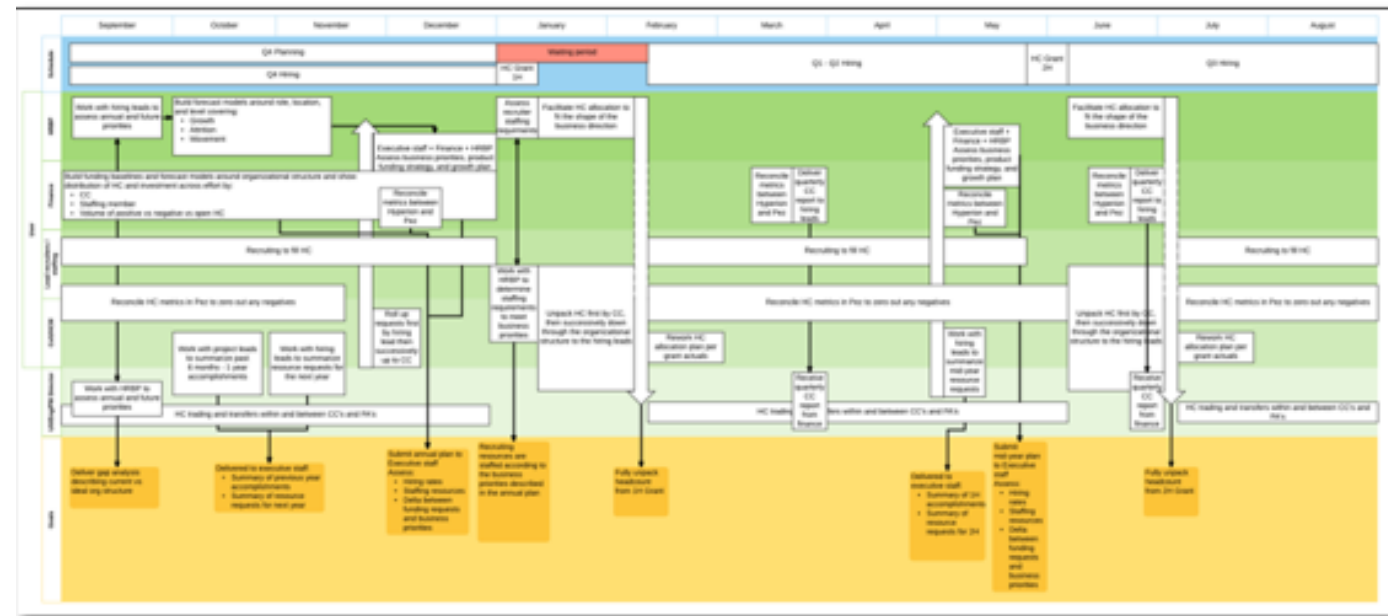

Master task analysis
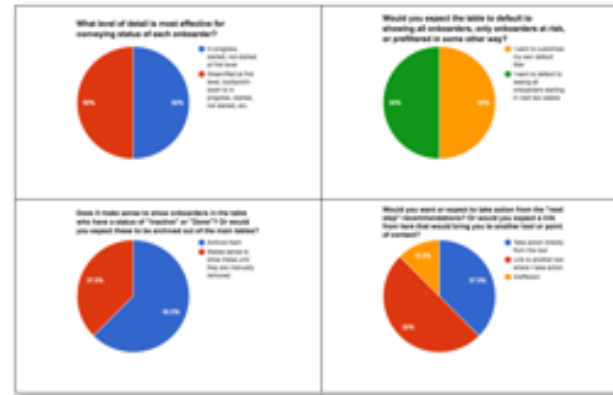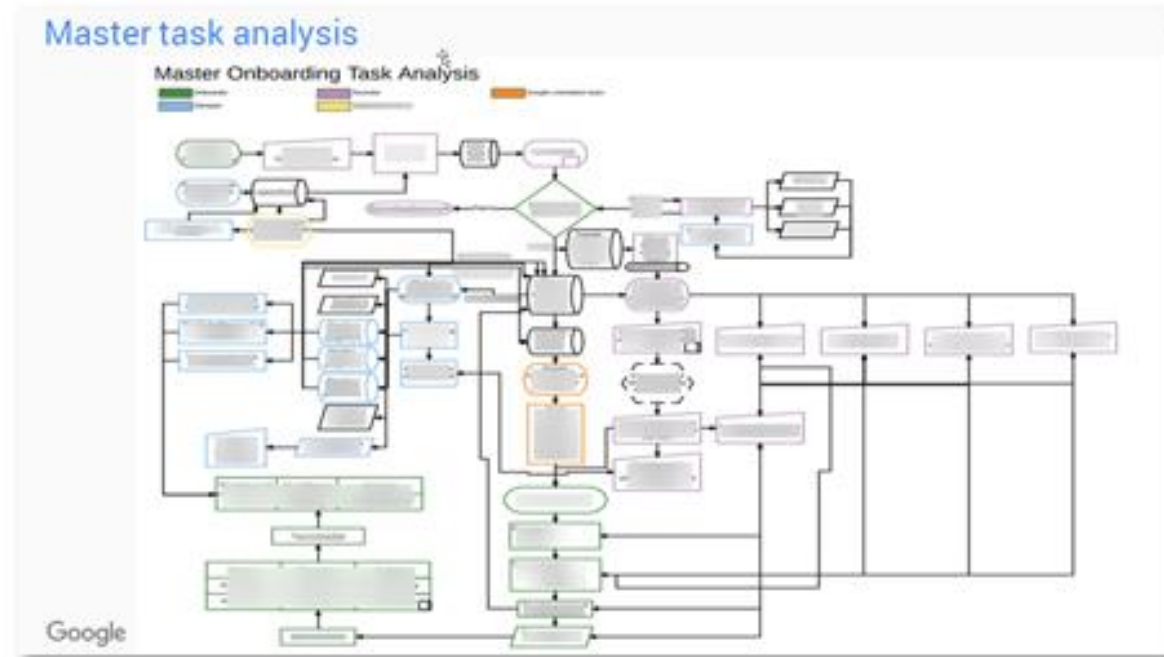
Headcount manager

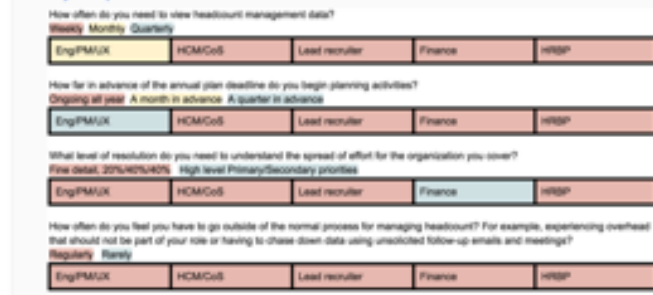UX Research Lead

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

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