SKILLS

- UX Research & Design
- Data science
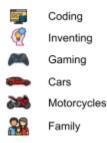- Generative AI & Prompt engineering
- Javascript, Python & HTML
- Coaching & Mentoring
- Client management
- Application development

MEMBERSHIPS

- Association for the Advancement of Artificial Intelligence
- Special Interest Group on Computer-Human Interaction
- Human Factors and Ergonomics Society

INTERESTS

- Coding
- Inventing
- Gaming
- Cars
- Motorcycles
- Family

Dave Marcus

UX Design Researcher

Over 24 years of experience with UX research, design, and usability testing. Exceptional skills with data science, generative AI tool development, & prompt engineering. Confident development background in Javascript, HTML, and Python programming languages. Capable of working in large teams and fast paced environments. Natural leadership, coaching, and mentoring skills.

davemarcus@ux.expert   337-298-1370

Lafayette, LA   linkedin.com/in/dmusability

WORK EXPERIENCE

IBM
UX Design Research Consultant

04/2014 - 02/2024   *Lafayette, LA*
Achievements

- ❖ Consultant providing 10 years of continuous UX design research contracting for Fortune 500 companies including Google and AT&T, as well as MetLife
- ❖ Delivered ethnographic research, usability testing, data analysis, and research strategy for over 200 client projects leading to improved end-user experience and reduced training requirements
- ❖ Developed generative-AI based tools for accelerating UX research and design activities, leading a team of over 20 full time employees

Cisco Systems, Inc.
UX Team Leader

05/2000 - 10/2013   *Lafayette, LA*
Achievements

- ❖ Provided end-to-end UX research and design services for Cisco's internal business units including Service Provider and Small/Medium business
- ❖ Supported the development and design of over 100 internal tools, reducing support costs and improving customer experience

EDUCATION

MA in Psychology
New Mexico State University
1997- 2000

BS in Psychology
Louisiana State University
1992 - 1996