

DANIEL WATTS

UX RESEARCHER

A skilled researcher with 9 years of qualitative research with the past 5 years specializing in UX research. A captivating, data-driven storyteller that transforms research into engaging physical or digital products.

CONTACT

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EDUCATION

Brigham Young University
Provo, UT
Bachelor of Arts
Sociocultural Anthropology
April 2015 - April 2019

RESEARCH METHODOLOGIES

Ethnography, remote and in-person IDIs, diary studies, surveys, user interviews, customer intercepts, journey maps, persona building, card sorts, unboxing, A/B testing, concept testing, task analysis, etc.

TOOLKIT

Dscout, Recollective, Qualtrics, UserTesting, Trello, Miro, Monday.com, Asana, Microsoft, Google Suite, Keynote

LANGUAGES

Fluent French
Fluent German
Advanced Spanish

EXPERIENCE

Lead UX Researcher

Independent | September 2023 - Present

- Lead both national and international projects for prominent companies including Disney and McDonald's.
- Conduct mobile app research on a global scale in multiple languages.
- Manage logistics, vendors, and participants.
- Mentor designers, interns, and other researchers on best UX/Design Research practices.
- Leverage AI for data analysis and reporting.
- Secure investment funding and clients by driving research initiatives and clear product integration.

Design Researcher

Conifer Research | June 2021 - June 2023

- Conducted user research from start to finish for Fortune 500 companies including: Amazon, Google, Hulu, Samsung, Ferrara, PepsiCo, Western Digital, and others.
- Responsible for managing complex, ambiguous research including topics on AI.
- Conducted significant international research using language and personal expertise of foreign markets.
- Led client meetings and workshops with marketing and product teams.

UX Researcher

ULO - Strategy Agency | October 2019 - March 2020

- Implemented UX methodologies to improve customer satisfaction in gallery space by 28%.
- Worked with media and sales team to increase ticket sales by an average of 35% per week.
- Determined target audiences and strategized for ad monetization.

UX Strategist

Central Intelligence Agency | May 2017 - June 2018

- Conducted in-depth research on a variety of technical subjects that directly informed policy makers.
- Urgently responded to shifting information and needs from multiple internal departments.
- Researched and wrote risk prediction reports.
- Developed an on-boarding program and hiring methods for new student hires.