

Lance Davis

Senior User Experience Researcher

Helping teams make better products with 17+ years of creative, diverse projects, providing strategic and tactical research and guidance for web applications, games, consoles, cloud computing & storage, mobile phones & apps, hardware, software, operating systems, and embedded systems.

Skills

- Research road maps & strategy
- Cross team user advocacy
- Research/Analytics coordination
- Rapid Iterative Testing (RITE)
- Ethnography
- XO study creation and test
- Human-computer Interaction
- Qualitative Research
- Paper Prototyping
- Heuristic Evaluation
- Benchmarking
- Competitive Analysis
- Wire Framing
- Exploratory Testing
- Field Studies
- Personas & Roles
- Surveys
- Contextual Inquiry
- Eye Tracking
- Focus Groups
- Data Analysis
- Card Sorting
- User Scenarios
- Task Analysis
- Prototyping
- Human Factors
- TAPs programs
- Journey mapping
- Participatory Design
- Requirements Analysis
- Mobile App research
- Web Analytics
- Gamification Design
- Hardware HCI Development
- Hedonics
- DatStat software
- Illume software
- Ovo software
- Morae software
- SurveyGizmo
- SurveyMonkey
- SPSS Sentiment

Experience

Concur Technologies/SAP

05/2015 – 07/2017

Lead User Researcher

Lead company-wide research directives, bringing low effort expense reporting and invoicing to over 2 million monthly end-users. Insure product development evolves in a user-centric and research verified progression by coordinating with design, and development stakeholders across multiple departments. Roadmap and execute research for the appropriate time in product development lifecycles. Create strategic and tactical UI change through actionable reports, presentations and recommendations to upper level and team stakeholders. Coach, motivate, and educate teams and departments on the benefits of user research, and advocating for user-centric design.

TEKsystems (Microsoft)

08 / 2012 – 05/2015

User Experience Researcher

Develop and implement research plans providing continuing feedback for Xbox One Platform. Achieve buy-off of effective research scenarios and methodologies with stakeholders and team members. Develop and run lab and field studies to provide detailed reports and recommendations for product changes. Develop, manage, and compose reports from SurveyGizmo and DatStat/Illume survey results. Coach and tutor junior user researchers in multiple lab and field methodologies. Help develop and implement quantitative analysis protocols for cross-product benchmark studies. Acquire quick tactical beta use feedback through implementing and running remote customer interviews. Take over and manage Early Adopter TAP-like program to get buy-off of product changes that improve usability, intuitiveness, and enjoyability.

Insight Global (Microsoft)

03 / 2012 - 08 / 2012

User Experience Researcher

Instigate radical UI product change by helping design and development better understand their customer's needs, roles, and work conditions. Work with a cross-organizational team to research and develop a Microsoft Metro interface appropriate for Microsoft server and machines cloud technologies. Advise stake-holders regarding research scenarios and methodologies. Develop and run lab studies and provide detailed reports and recommendations for product changes.

Mozy

03 / 2010 - 09 / 2011

Lead User Experience Researcher

Cut new customer attrition in half by helping design and development create updated UI to simplified user flow and increased enjoyability. Significantly decreasing support center costs. Conducted strategic and tactical aspects of user experience research. Help teams gain insight into customer usage through user testing, competitive research, surveys, and other methods. Delivered recommendations, information architecture, and wire-frames on 10 Mozy/VMware products.

Expedia

2009 – 2009

User Researcher

Used benchmarking, eye-tracking, and lab studies, to design the latest version of Expedia's flight exploration site. Focused on not just the usability of products but also the joy of their use.

Microsoft

06 / 2008 - 07 / 2009

User Experience Researcher

Shape development and design of Office Live with strategic and tactical research and recommendations. Administered personas, surveys, bench-marking, focus groups, lab studies, and other user research tools to design and ship progressive versions of the Office Live Small Business suite. Helped integrate SharePoint into Online & Cloud experience. Increased usability and enjoyability of product use.

Excell Data Corp (Microsoft)

03 / 2003 - 05 / 2008

Usability Engineer

End-user-oriented user researcher with diverse experience in providing research and actionable user interface and design solutions in the IT areas of hardware, software, internet, and embedded system development groups

Aditi (Microsoft)

2002 - 2003

Usability Engineer

Used personas, surveys, benchmarking, industrial design testing, and other user research tools to design keyboards, mice, and fingerprint reader hardware and software experiences.

Volt (Microsoft)

2000 - 2001

Usability Engineer

Used competitive testing, benchmarking, and other methodologies to test and evaluate more than 28 PC and Console video games and concepts. Provided usability solutions and Xbox console/controller guidelines.

Education

Lake Washington Technical College

Comptia Network + Certification, Computer Hardware and Networking

Central Washington University

Bachelor of Arts, Industrial Psychology