

DANIEL A. MARTE

Human Factors/UX Researcher

CONTACT

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EDUCATION

Embry-Riddle Aeronautical University

MASTER OF SCIENCE (MS)

Human Factors

BACHELOR OF SCIENCE (BS)

Human Factors

RESEARCH SKILLS

Usability Testing

Semi-Structured Interviews

Generative & Foundational

Contextual Inquiry & Ethnography

Survey Design

Quant & Qual Research Design

Mixed-Methods Approach

Diary Studies

Data Synthesis

Stakeholder Management

Journey Mapping

Heuristic Evaluation

Lit Reviews

PROFESSIONAL PROFILE

Senior Mixed-Methods UX Researcher with 8+ years of experience driving foundational strategy and high-velocity execution for global product ecosystems. Proven track record of leveraging quantitative rigor (SPSS, ANOVA) and qualitative depth to establish usability launch gates, influence executive roadmaps, and build zero-to-one experiences. Adept at scaling research operations through AI-augmented workflows and cross-functional democratization to deliver high-signal insights in fast-paced, ambiguous, and enterprise environments.

Core Competencies & Methodologies

- **Qualitative Mastery:** Foundational & Generative Research, Contextual Inquiry, Diary Studies, Ethnography, Moderated/Unmoderated Usability, Heuristic Evaluation.
- **Quantitative & Mixed-Methods:** Longitudinal Benchmarking, Survey Design, A/B Testing, MaxDiff, System Usability Scale (SUS), Statistical Analysis (SPSS, R).
- **Research Operations:** AI-Assisted Synthesis, High-Velocity Rapid Research, Process Standardization, Stakeholder Workshops, Terminology Audits, Benchmarking Research.

PROFESSIONAL EXPERIENCE

Google | Lead UX Researcher (Rapid Research Team) - June 2022 – Present

- **High-Velocity Execution:** Directed end-to-end rapid research cycles across a varied product portfolio (Google Store, Pixel hardware, Gemini AI), standardizing a 3 day synthesis turnaround to match high-velocity design sprints.
- **AI-Augmented Workflows:** Drove the integration of AI tools for rolling qualitative synthesis, reducing batch-processing time while implementing strict quality-control and bias-mitigation protocols to ensure data accuracy.
- **Stakeholder Alignment:** Pioneered a "Pre-Synthesis" feedback loop and live-stream observation culture, restructuring review meetings from 4–5 iterations down to 2–3 and reducing final presentation revisions by 30%.
- **Strategic Impact:** Established rigorous evaluation gates for high-velocity feature validations, providing executive leadership with actionable behavioral data that successfully de-risked major ecosystem launches.

The Home Depot | Senior UX Researcher - April 2024 – Feb 2025

- **E-Commerce Strategy:** Led mixed-methods usability strategies targeting shopping cart experiences and checkout friction, mapping behavioral differences between mobile app and desktop platforms to optimize conversion paths.
- **Research Leadership:** Transitioned tactical execution to strategic oversight, acting as the definitive subject-matter authority for UX methodologies.
- **Mentorship:** Scaled team capabilities by reviewing research plans, coaching junior researchers on advanced methodologies, and instilling confidence in executive-level delivery.
- **Velocity/Efficiency:** Resolved a 20-question stakeholder deadlock, allowing the team to deliver high-confidence product recommendations 2 weeks ahead of the projected research timeline.

Intel | Senior UX Researcher - January 2022 – April 2022

- **Zero-to-One Innovation:** Acted as the lead UXR consultant for an internal product innovation Hackathon, guiding the top 8 finalist teams through ambiguous, zero-to-one concept phases.
- **Research Democratization:** Scaled research impact by training cross-functional partners (Engineers, PMs, Designers) with no prior UX background to conduct baseline surveys, interviews, and heuristic evaluations.

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TECHNICAL TOOLS

Qualtrics
UserTesting.com
DScout
Miro
Jira
Optimal Workshop
R
SPSS
NotebookLM
Balsamic
Tobii Eye-Tracking Studio
Morae
Mr. Tappy
ELITE Flight Simulator
Contrast Grid
Microsoft Office Products
Google Presentation Products
Amazon Mechanical Turk Axure
Web-Ex
inVision
Figma

LANGUAGES

English (native)
Spanish (fluent)

INTERESTS

Culinary Arts
Cycling
Baseball
Soccer
Basketball
Photography

WORK EXPERIENCE *CONTINUED...*

Cox Automotive | UX Researcher - February 2021 – December 2021

- **Enterprise Operations:** Navigated a highly mature, enterprise-level B2B UX research program, partnering with dedicated planners and designers to align cross-functional product goals.
- **Standardization:** Streamlined complex research delivery by establishing standardized operational workflows and formal study proposals, ensuring high-velocity insights across specialized product teams.

Corteva Agriscience | Senior User Experience Researcher - Sep 2020 – Feb 2021

- **Behavioral Strategy:** Shifted organizational focus from tactical outputs to foundational user behaviors, executing baseline and comparative testing to optimize an enterprise chatbot and help-desk experience.
- **ROI & Impact:** Evangelized UX research methodologies to an emerging design organization, increasing self-service task success rates by 35% during validation, directly driving the strategy to deflect overall call center volume.

John Deere | User Experience Researcher - Aug 2018 – Aug 2020

- **Strategic Gating:** Established cross-functional UX governance by enforcing an objective, data-driven launch gate; successfully leveraged a critical SUS threshold (≤ 55) to temporarily halt product pipelines until verified design remediation was complete.
- **Strategic Roadmapping:** Managed multi-team research pipelines for 5 concurrent product groups, establishing long-range research roadmaps and intake frameworks tailored to distinct agricultural equipment development lifecycles.
- **Longitudinal Benchmarking:** Engineered an annual, mixed-methods benchmarking program across 5 distinct heavy machinery lifecycles (spraying, harvesting, planting), utilizing SPSS (T-Tests, ANOVA) to track year-over-year statistical trends and hardware/software integration friction.

Research Assistant | Embry-Riddle Aeronautical Univ. (ERAU) - Jan 2016 – Aug 2018

- Assisted research in 6 human factors and experimental psychology labs, gaining deep expertise in statistical procedures and experimental design.
- Led data collection for the department's largest team-based study (206 participants) and coordinated logistics across Bachelor's, Master's, and Doctoral teams.

PRESENTATIONS & PUBLICATIONS & HONORS

(Full list of citations available upon request)

- **Honors:** Outstanding Service Award, Department of Human Factors and Behavioral Neurobiology (2018).
- **Journal Publication:** Marte, D. A., et al. (2018). What type of person supports 24/7 police drones over neighborhoods? A regression analysis. *Journal of Unmanned Aerial Systems*.
- **Conference Presentations:** Multiple accepted papers and presentations at the International Conference on HFES, AsMA Annual Meeting, and International Conference on TKS (2018).