



SELECTED WORK PORTFOLIO

Daniel Marte

Lead UX Research & Human Factors Strategist | 2026.

My Professional Goal

I am a Human Factors and UX Strategist dedicated to solving complex enterprise challenges by bridging the gap between human behavior and business objectives.

MY BACKGROUND

I hold a Master's in Human Factors from Embry-Riddle Aeronautical University and currently work as a Lead UX Researcher at Google. Over the past 8+ years, I have built my expertise by leading mixed-methods research across highly complex, global product domains.

WHAT I AM BEST AT

I excel at qualitative facilitation and strategic interviewing. My goal is to cultivate an environment where users feel comfortable sharing honest, critical feedback, allowing me to extract the high-signal insights necessary to drive product strategy forward.

DANIEL A. MARTE

Human Factors/UX Researcher

Lead UX Researcher

@

John Deere / ISG

Intel

Google

Corteva Agriscience

Cox Automotive

Home Depot

Graduate Research Assistant

Embry-Riddle Aeronautical University / Human Factors Department

INDUSTRY - AUTOMOTIVE / HEAVY EQUIPMENT

JOHN DEERE

Intelligent Solutions Group (ISG)

Within John Deere's Intelligent Solutions Group (ISG), smart technologies must perform reliably under complex, high-stakes field conditions. I established research governance across hardware-software integration ensuring innovative precision-agriculture features met strict usability standards to protect multi-million dollar R&D investments and prevent launch delays.



De-risking Dealer Workflows: Evaluating Terminal Transfer Friction

John Deere's dealer network directly supports farmers during high-stakes operational windows making rapid terminal transfers a critical touchpoint. However, unoptimized software workflows were causing significant setup delays and task overhead. I was tasked with auditing this transfer process to quantify the friction debt and force a data-driven pivot in the engineering roadmap.

MY ROLE

Led the qualitative synthesis of pre-recorded dealer workflows. I translated hours of unstructured observational video into a quantified friction map, pinpointing exact software bottlenecks—like the 61 unnecessary window changes and 9 task switches required for a single transfer—to give product teams clear remediation targets.

B2B – Dealer Terminal Management

Research Goals

- Understand and document dealer terminal transfer processes
 - What software tools do dealers use to transfer terminals
 - What tasks do dealers complete during a terminal transfer
 - What feedback do dealers have on the process and tools

Method

- In-person interviews with 5 John Deere dealers responsible for terminal management
- Dealers participated in one-hour interviews where they were asked to walk through their current terminal transfer process.
- Dealers shared their screen, highlighted their process, and gave examples of issues they encounter
- The sessions were recorded and the recordings were analyzed to:
 - Visualize the dealers' terminal transfer workflow
 - Review the dealers' feedback to find common themes

Next Steps

- Share findings with teams working on [REDACTED]

Key Findings

- Each dealer interviewed had a unique workflow with a unique way to initiate the terminal transfer process
- There were an average of [REDACTED] tools, [REDACTED] tool switches, [REDACTED] tasks, and [REDACTED] steps in the workflows demonstrated
- Each dealer has their own process for initiating a terminal transfer, these are driven by [REDACTED]
- [REDACTED] functionality prevented dealers from using the [REDACTED] tool
- Dealers wanted more [REDACTED] to improve their accuracy and efficiency
- Data is [REDACTED] between various John Deere software tools
- The process can take [REDACTED] when there are [REDACTED] or [REDACTED]



Are Dealers Struggling to Transfer Terminals?

More information about the research work I've done



PROCESS

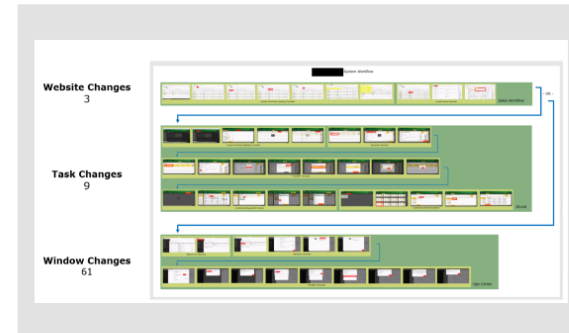
I mapped the end-to-end terminal transfer journey to identify structural friction points and task sequences. This workflow diagram visually mapped three key layers:

1. Operational tools and hardware touchpoints.
2. Mandatory setup tasks and dependency steps.
3. System bottlenecks and task switch drop-offs.



GROWING MOMENT

This initiative was a pivotal moment in shaping my approach to stakeholder management. I recognized that communicating research to cross-functional partners requires moving past academic reporting and focusing heavily on strategic ROI. Throughout my 8+ years leading research, I have applied this lesson to deliver scientifically rigorous insights formatted specifically for rapid C-suite alignment.



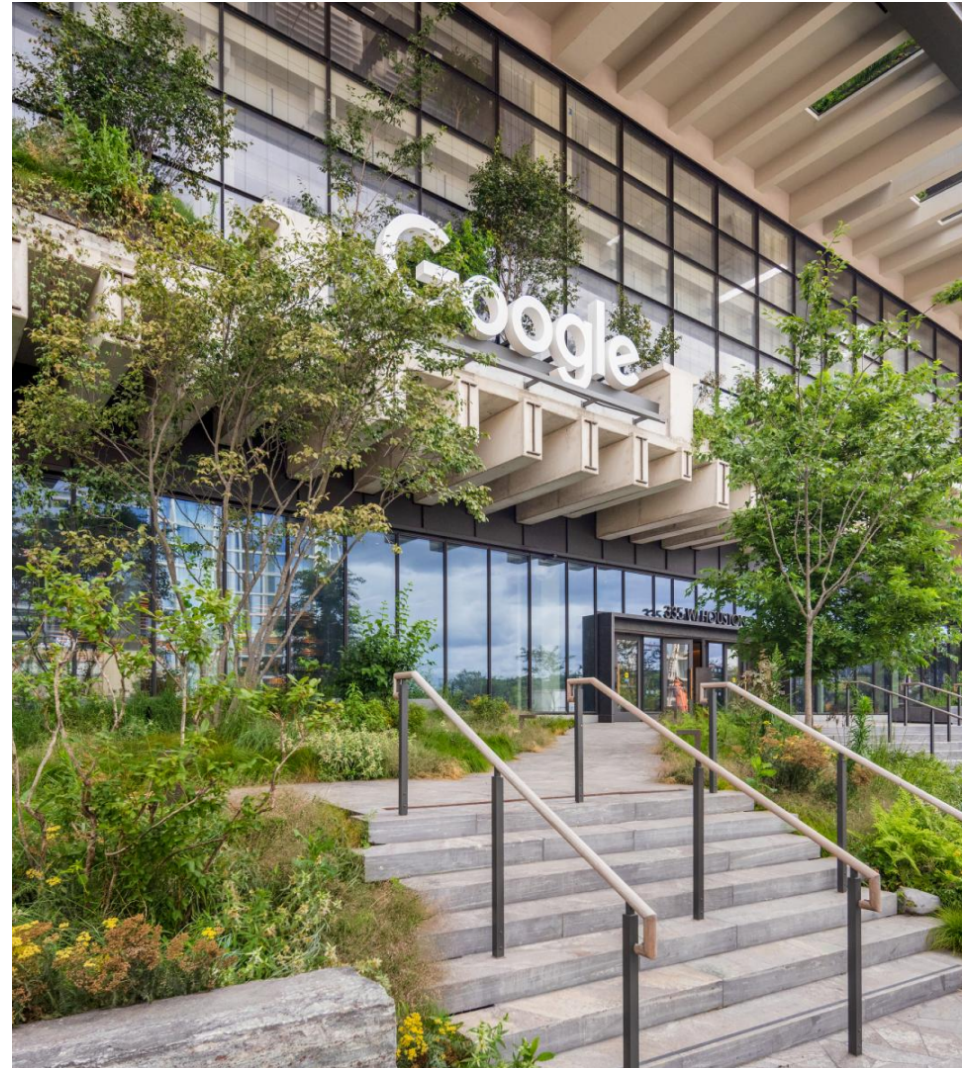
STRATEGIC IMPACT

By converting raw observational data into a visual friction map, I gave engineering and product leadership an undisputed view of dealer operational debt. This shared alignment removed ambiguity around dealer pain points and established the groundwork for a targeted engineering remediation plan.

INDUSTRY - TECH

GOOGLE

Managing user experience at Google requires research that matches the high velocity of internal tool deployment. I led end-to-end research for internal product suites supporting employee growth and the global GRAD program launch across 100,000+ Googlers worldwide, delivering rapid, data-backed guidance across every stage of the software development lifecycle.

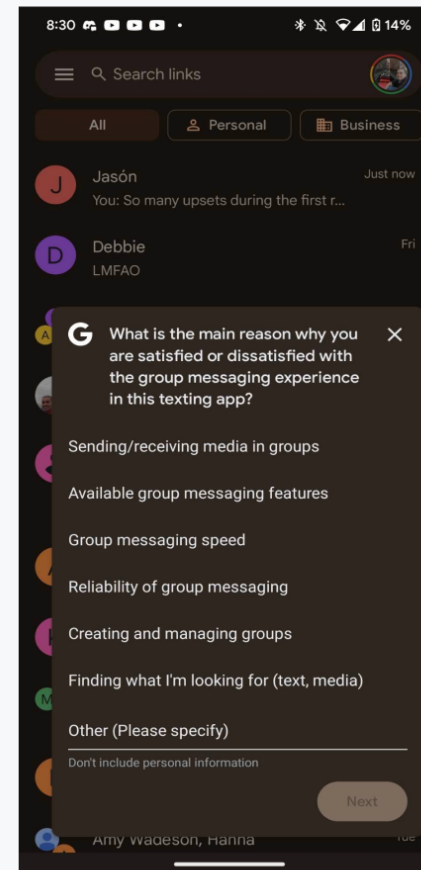


Tracking User Attitudes and Experiences Live

Supporting Google's GRAD program rollout required continuous, real-time user feedback to guide post-launch engineering cycles. To meet tight release timelines, I established automated Happiness Tracking Survey (HaTS) pipelines across multiple core tool suites, giving product teams direct visibility into user adoption and friction during live releases.

MY ROLE

Architected, deployed, and managed high-frequency HaTS pipelines across multiple product tracks. I spearheaded the quantitative analysis of 500 to 1,000 responses per survey wave, transforming raw sentiment data into prioritized backlog fixes for engineering leads.



Tracking User Attitudes and Experiences Live

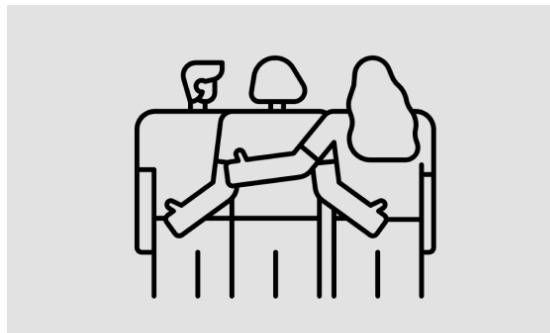
More information about the research work I've done



PROCESS

To capture high-signal user feedback without degrading the tool experience, I designed continuous HaTS survey flows built on three strategic parameters:

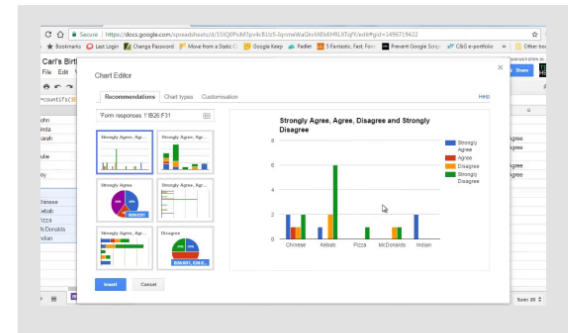
1. Behavioral Funnel Strategy: Structured questions from macro sentiment to precise feature-level diagnostics to maximize completion rates.
2. Event-Driven Triggering: Collaborated with Engineering to deploy surveys at exact workflow completion moments.
3. Product Alignment: Prioritized core metrics to ensure short survey length still yielded actionable backlog priorities for Product Managers.



GROWING MOMENT

The rapid rollout of the GRAD tool suite required an unprecedented level of speed and cross-functional coordination across disparate Google product teams. Operating under tight release windows, there was constant tension between moving quickly and maintaining research precision.

What made execution possible was shifting away from transactional handoffs and building deeply collaborative relationships with Product and Engineering leads. By establishing shared accountability early, we built tight pre-synthesis feedback loops—allowing us to translate raw survey waves into decision-ready executive debriefs in rapid 72-hour turnaround cycles without sacrificing methodological rigor.



STRATEGIC IMPACT

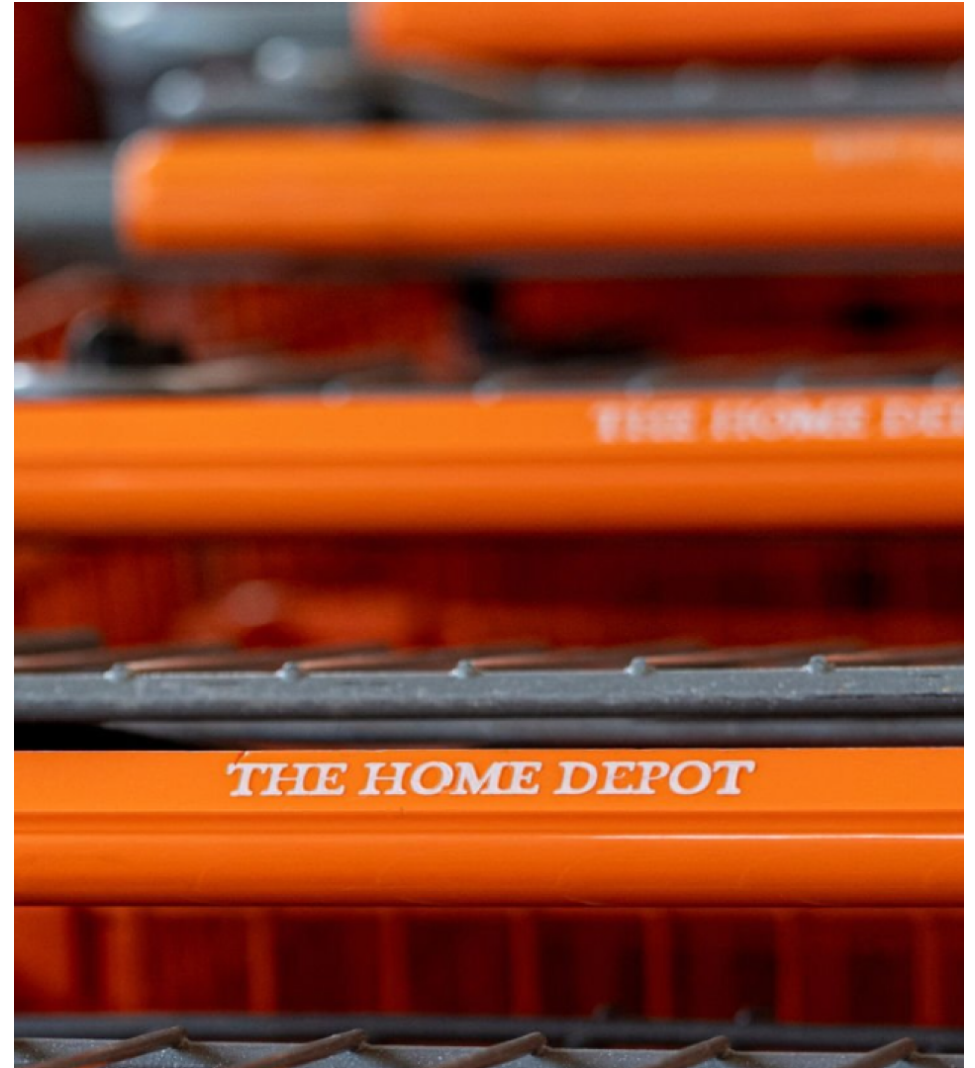
By converting raw quantitative sentiment waves into structured, prioritized friction maps, we provided Engineering and Product leadership with an indisputable diagnosis of the user experience post-launch. This real-time feedback loop enabled teams to ship immediate, targeted software fixes while tools were live in production, directly mitigating post-launch adoption risks.

Beyond resolving immediate usability debt, these HaTS insights established the data-backed roadmap for all follow-up research initiatives across the GRAD ecosystem. By replacing subjective product debates with empirical sentiment data, we streamlined executive alignment, reducing final presentation revision cycles by 30% and establishing a repeatable blueprint for continuous post-launch governance.

INDUSTRY - HOME IMPROVEMENT / RETAIL

HOME DEPOT

The Home Depot is a multi-billion dollar e-commerce engine catering to distinct Consumer (DIY) and Professional (Pro) customer segments serving millions of weekly digital visits. As a Senior UX Researcher, I drove strategic research initiatives across 3 core digital product streams, focusing on high-impact web ecosystems like cart and checkout deadlocks. My work centered on identifying conversion friction, elevating research rigor, and aligning product roadmaps with empirical behavioral data.

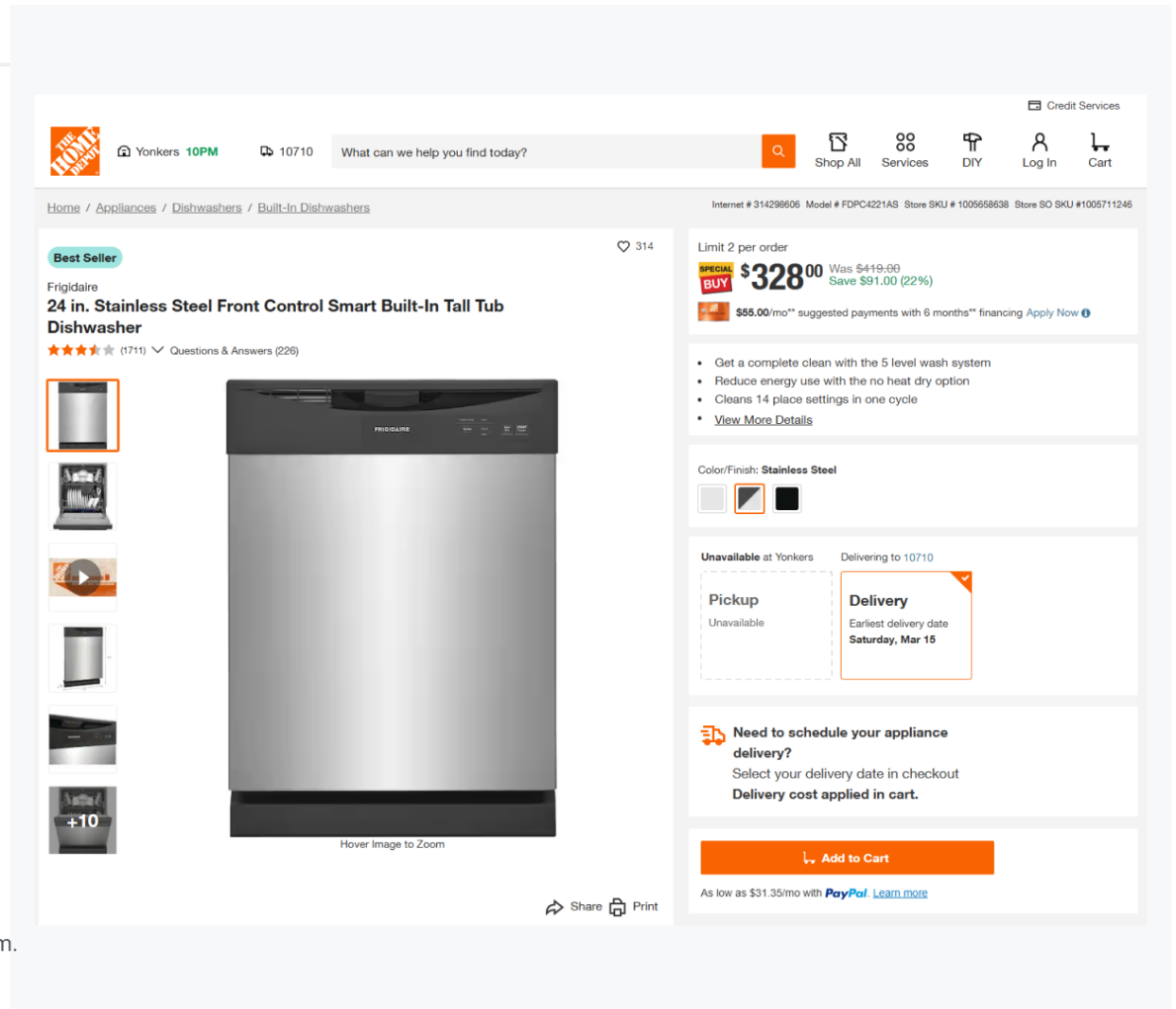


Preventing a Deadlock Between Researchers and Product Owners

Operating within an internal service model required balancing continuous intake with strict research rigor. When product stakeholders submitted bloated research requests with ambiguous scopes, I established strategic prioritization frameworks to align teams around high-leverage research objectives without compromising sprint timelines.

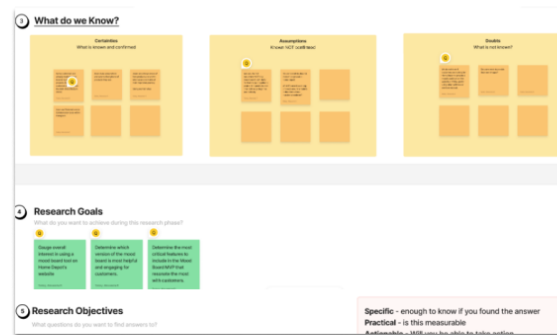
MY ROLE

Guided a junior researcher through a complex stakeholder deadlock, coaching them on scope negotiation and translating multi-variable product requests into executable research roadmaps. By introducing a structured scoping template, I reduced study intake negotiation time by 50% and established a repeatable intake process for the broader research team.



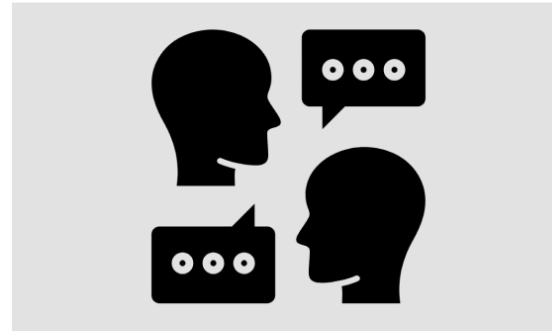
Preventing a Deadlock Between Researchers and Product Owners

More information about the research work I've done



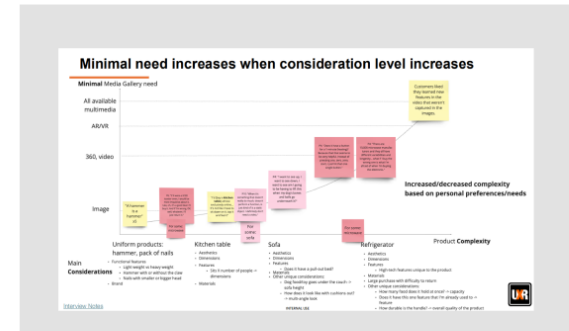
PROCESS

When product leadership presented 20+ competing research questions backed by C-suite visibility, the initial scope threatened both study validity and participant experience. To break a high-stakes deadlock without compromising data quality, I restructured the research architecture. I consolidated 20+ fragmented questions into 3 core behavioral pillars, reducing overall study cycle time while preserving 100% of executive data needs. This shift reframed the study away from micro-level usability checks toward broad behavioral drivers that empowered design teams to solve feature-level questions independently.



GROWING MOMENT

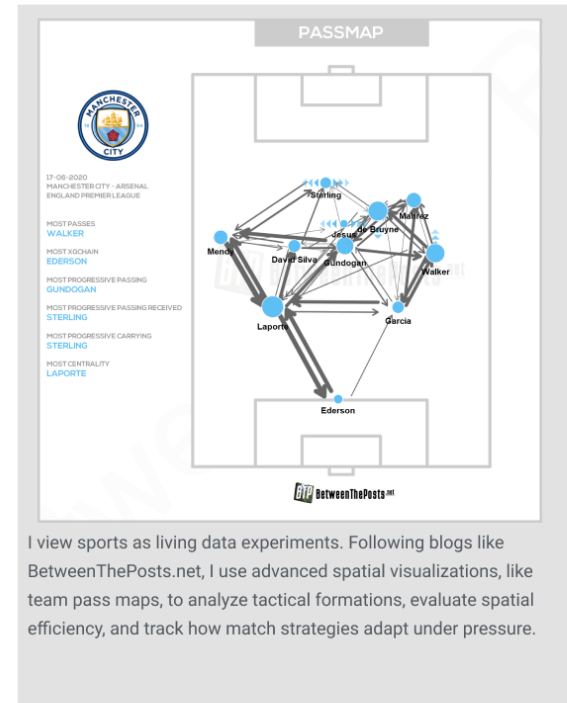
I joined the initiative specifically to coach and support a junior researcher who was facing intense stakeholder resistance from product owners unwilling to compromise on scope. Recognizing that the PMs needed visual proof that their requirements were being met, I introduced visual mapping frameworks during scope negotiation. By mapping each of the 20+ original questions directly to our 3 strategic research pillars, I demonstrated exactly how the consolidated study would answer their core concerns. This intervention protected the junior researcher's methodological integrity while building cross-functional trust with senior product leadership.



OUTCOMES

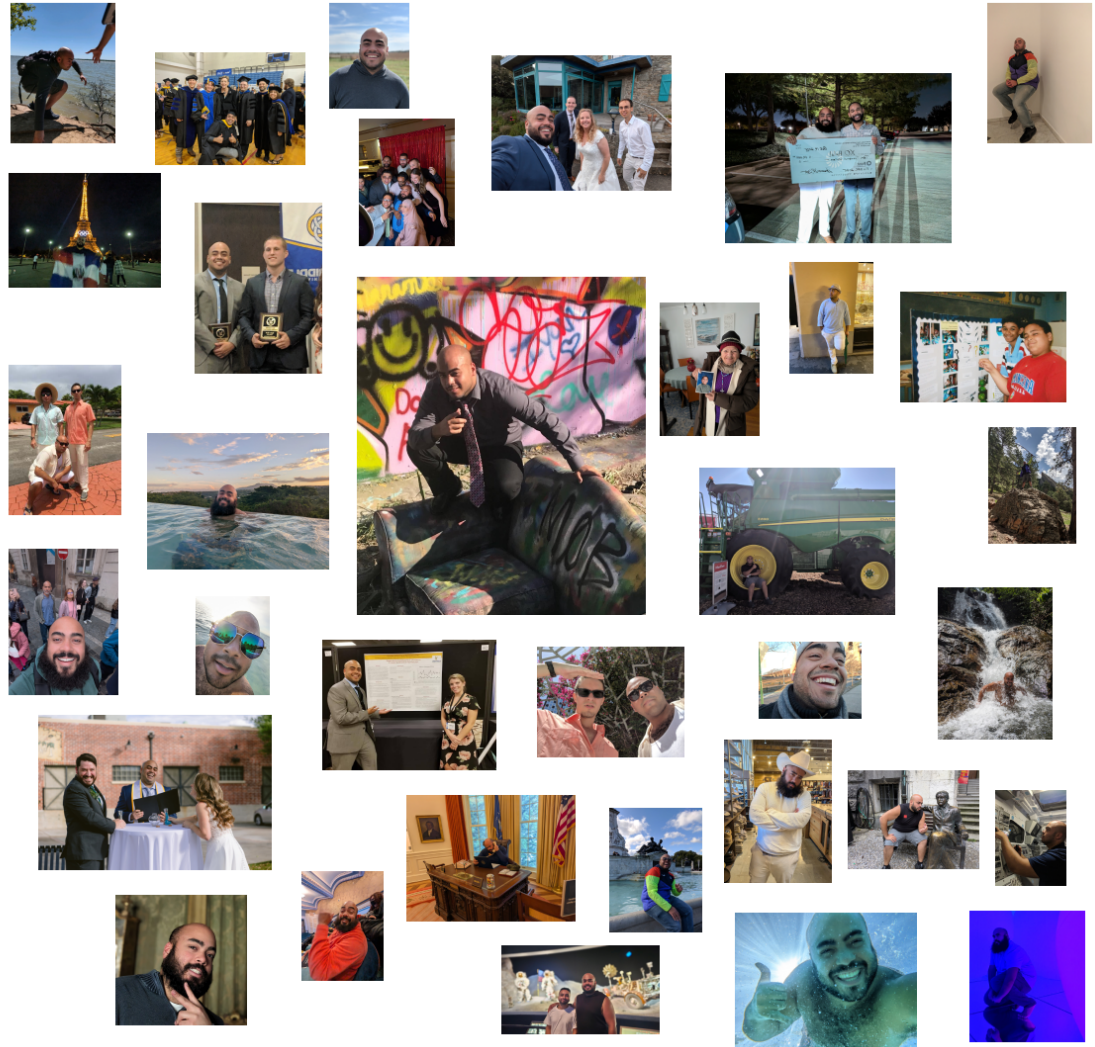
Consolidating the research scope produced high-signal behavioral findings that far exceeded the project's original boundaries. The resulting data provided UX Designers and Engineers with a long-term decision-making framework, eliminating the need for 2 follow-up evaluative studies and establishing a repeatable blueprint for handling complex, multi-variable stakeholder requests. The insights were so impactful that they were ultimately elevated to executive leadership as an organizational model for strategic, high-leverage research.

SHARING IDEAS



Other Roles

Additional work available upon request

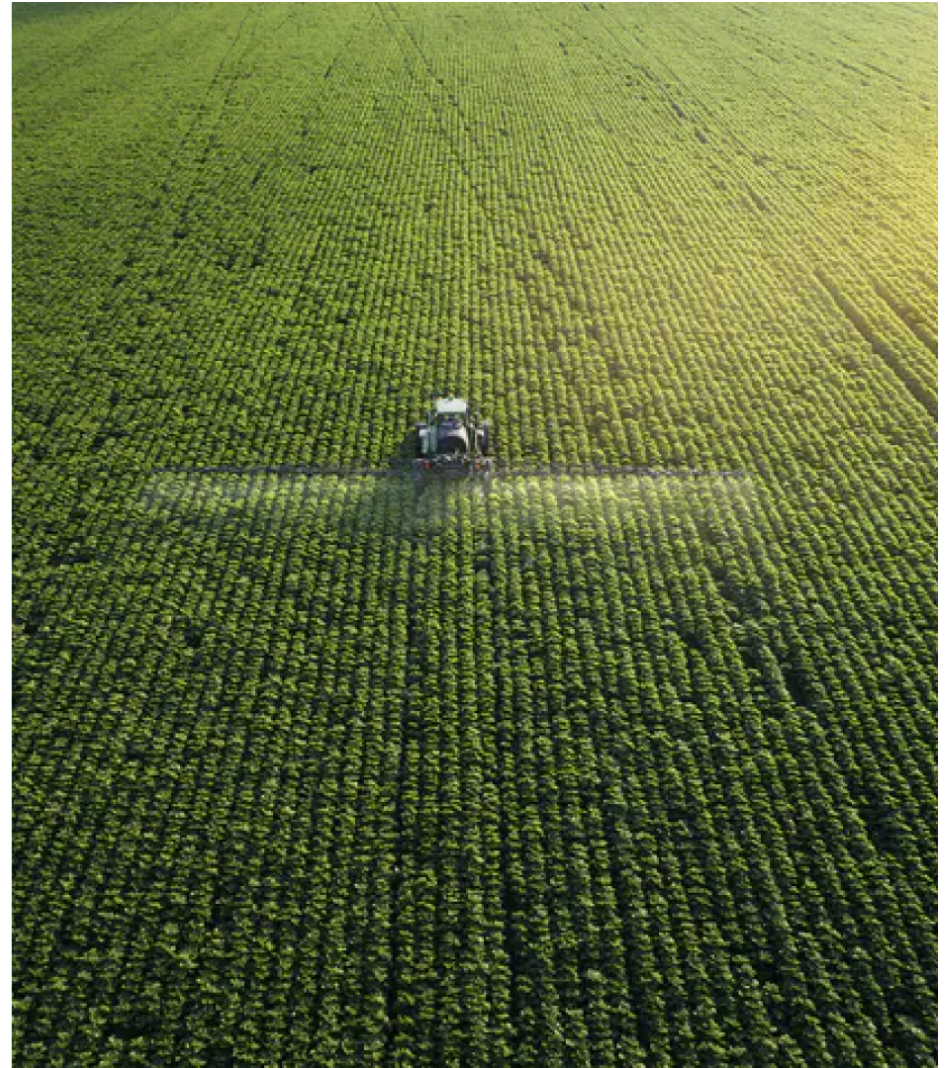


INDUSTRY - AGRICULTURE / DATA VISUALIZATION

CORTEVA

AGRISCIENCE

Corteva Agriscience depends on internal digital infrastructure to support global agricultural operations. I led research for their enterprise IT support portal, serving thousands of internal employees globally as the primary UX strategist for a product team with no prior research integration. My role focused on driving organizational change management and elevating UX maturity, moving the team from zero percent research integration to a repeatable research-backed product roadmap that aligned engineering leadership around user-centered design standards.



INDUSTRY - AUTOMOTIVE / RETAIL TRADE

COX

AUTOMOTIVE

Cox Automotive powers the global automotive wholesale ecosystem. As a Senior UX Researcher, I drove strategic research initiatives across more than 100 nationwide dealer auction locations during the 2020 pandemic shift. My work centered on evaluating rapid behavioral shifts between physical auction lanes and digital bidding platforms, translating complex field observations into strategic product roadmaps that stabilized high-volume dealer transactions and accelerated digital adoption across thousands of active wholesale buyers.

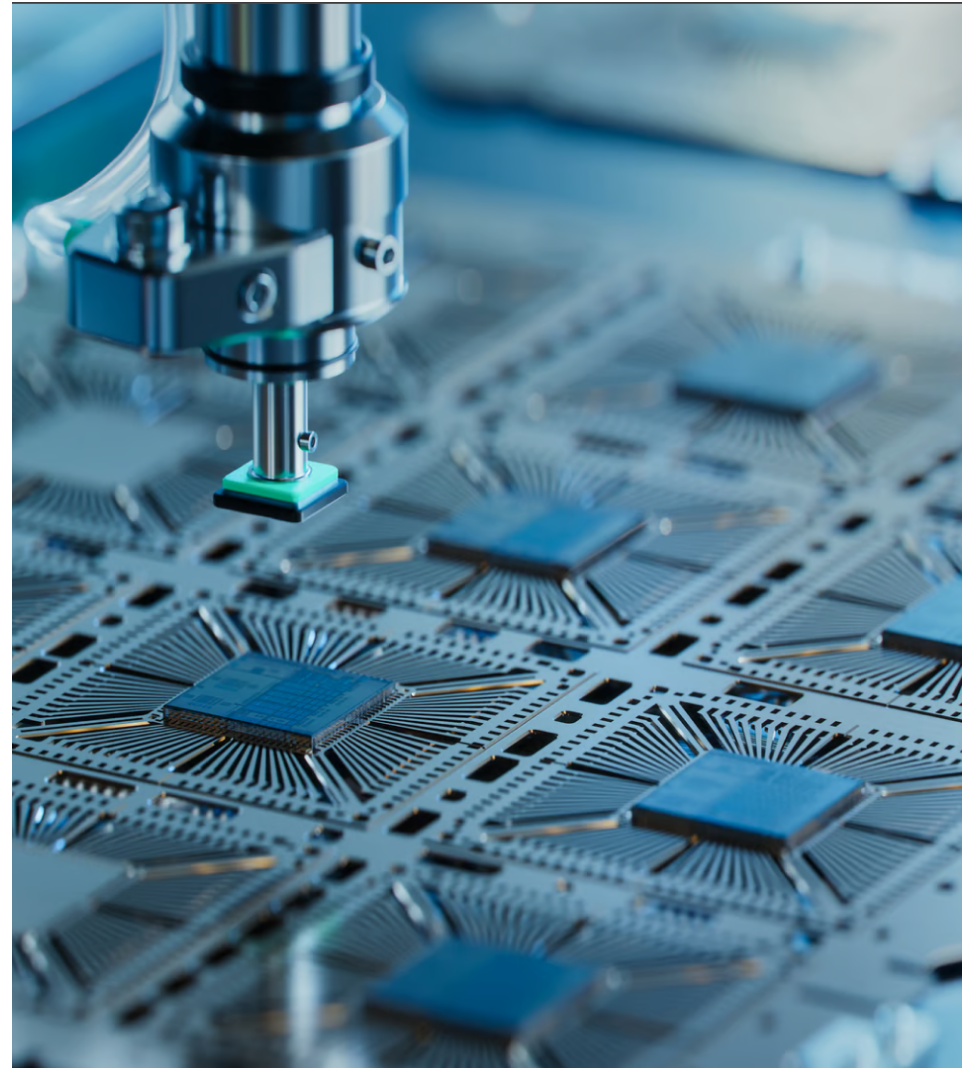


INDUSTRY - SEMICONDUCTOR MANUFACTURING

INTEL

CORPORATION

Intel develops foundational technologies that power global computing. As a UX Research Strategist, I spearheaded a targeted three-month research incubation program for the top eight winning teams of Intel's global innovation hackathon. My mandate focused on accelerating early-stage concept validation, translating raw technical prototypes into user-centered product roadmaps, and de-risking market entry across 8 high-potential internal ventures.





Thank You

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