

SELECTED WORK

Daniel Marte

UX Research Portfolio 2025

My Professional Goal

I am a Human Factors/UX professional seeking to develop my research skills to a higher caliber by putting myself in challenging yet fruitful opportunities

MY BACKGROUND

I am a graduate of the Embry-Riddle Aeronautical University Master's program for Human Factors and now work as a User Experience Researcher for The Home Depot. I have accumulated more than 7 years of user research experience from multiple labs across industry and academia in multiple domains.

WHAT I AM BEST AT

I pride myself in my abilities to facilitate user interviews. Being able to moderate an environment where users can feel empowered by their honesty is my goal for every interview. The feedback I have collected is the result of creating these environment has always yielded fruitful results.

DANIEL A. MARTE

Human Factors/UX Researcher

Senior 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)

John Deere is known worldwide for its manufacturing of agricultural, construction, and forestry machines. As a part of John Deere's ISG team, I worked towards supplying John Deere machines with smart technologies to improve productivity and profitability. My role assured that our users could easily use all of the innovative products we create to help them revolutionize their field of work.



Are Dealers Struggling to Transfer Terminals?

John Deere dealers help John Deere stand apart from the competition thanks to their relationship with farmers. Dealers support their farmers in many ways, one of which is through assisting in terminal transfers. I was in charge of reviewing the process dealers go through to highlight any pain points.

MY ROLE

Analyzed pre-recorded interviews in order to discover and present key takeaways from customer conversations.

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

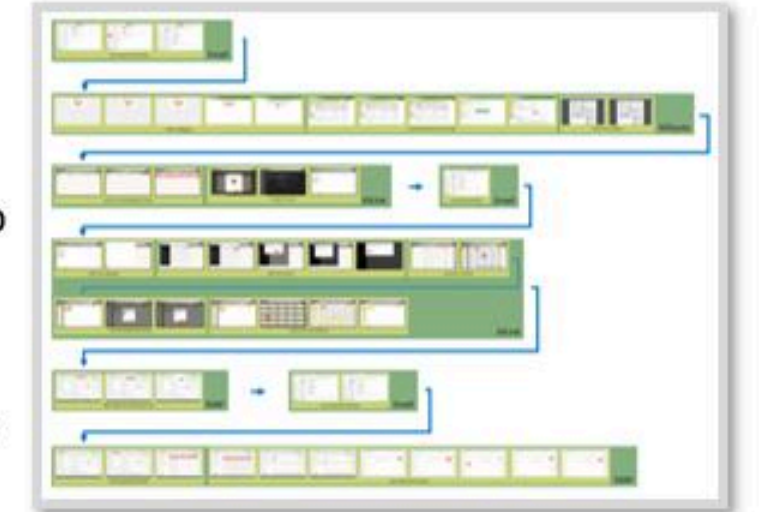
- In-person interviews with 5 John Deere dealers responsible for terminal management
- Dealers participated in one-hour interviews where they were asked to walk through their current terminal transfer process.
- Dealers shared their screen, highlighted their process, and gave examples of issues they 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]

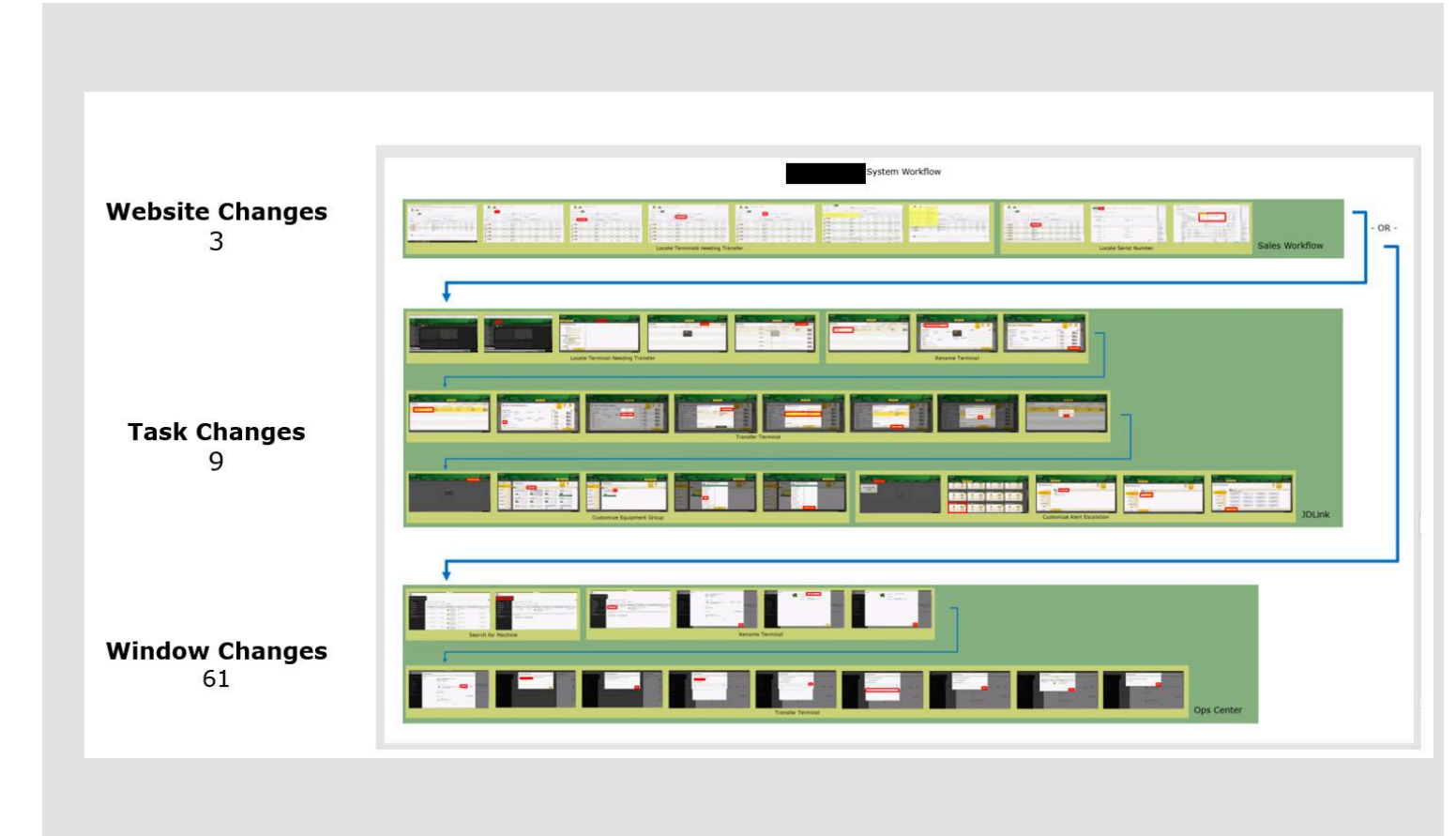
Key Findings

- 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

Using the recorded interviews, I wanted to answer two questions: What tasks do dealers have to complete when starting a terminal transfer? And what pain points do dealers have on these tasks? To answer the first question, I created a workflow diagram that highlighted the user flow that dealers go through. This was able to visualize three things:

1. The tools they used.
2. The tasks they needed to complete.
3. The tasks dealers go through to transfer a terminal.

For the second question, I searched for recurring themes brought up by participants.

GROWING MOMENT

I love talking about this project because this was the first project that I worked on outside of an academic environment. At the time, I was still learning how to tailor my deliverables to professionals who didn't share my UX background. If I could go back and do it again, I would put more effort into focusing on the actionable items rather than spend so much time on my methodology and results. But you can't change time, now going on my 7th year of my career I've still been using what I learn here to make sure I provide research reports that are scientifically accurate yet presented in a way that is valuable and easy to digest for stakeholders.

OUTCOMES

This study highlighted what a dealer goes through to transfer terminals. Issues that the dealers faced when completing this task was easily digestible thanks to the workflow diagram. This allowed us to bring up these issues with key stakeholders to start the process of developing an improved experience.

INDUSTRY - TECH

GOOGLE

At Google, employees focus on a wide array of tools and services, covering everything from online advertising, to consumer electronics, and much more. However my worked focused on internal tools that focused on Googler reviews and supported their development. Helped the launch of a large suite of tools through supportive research at different stages of development .

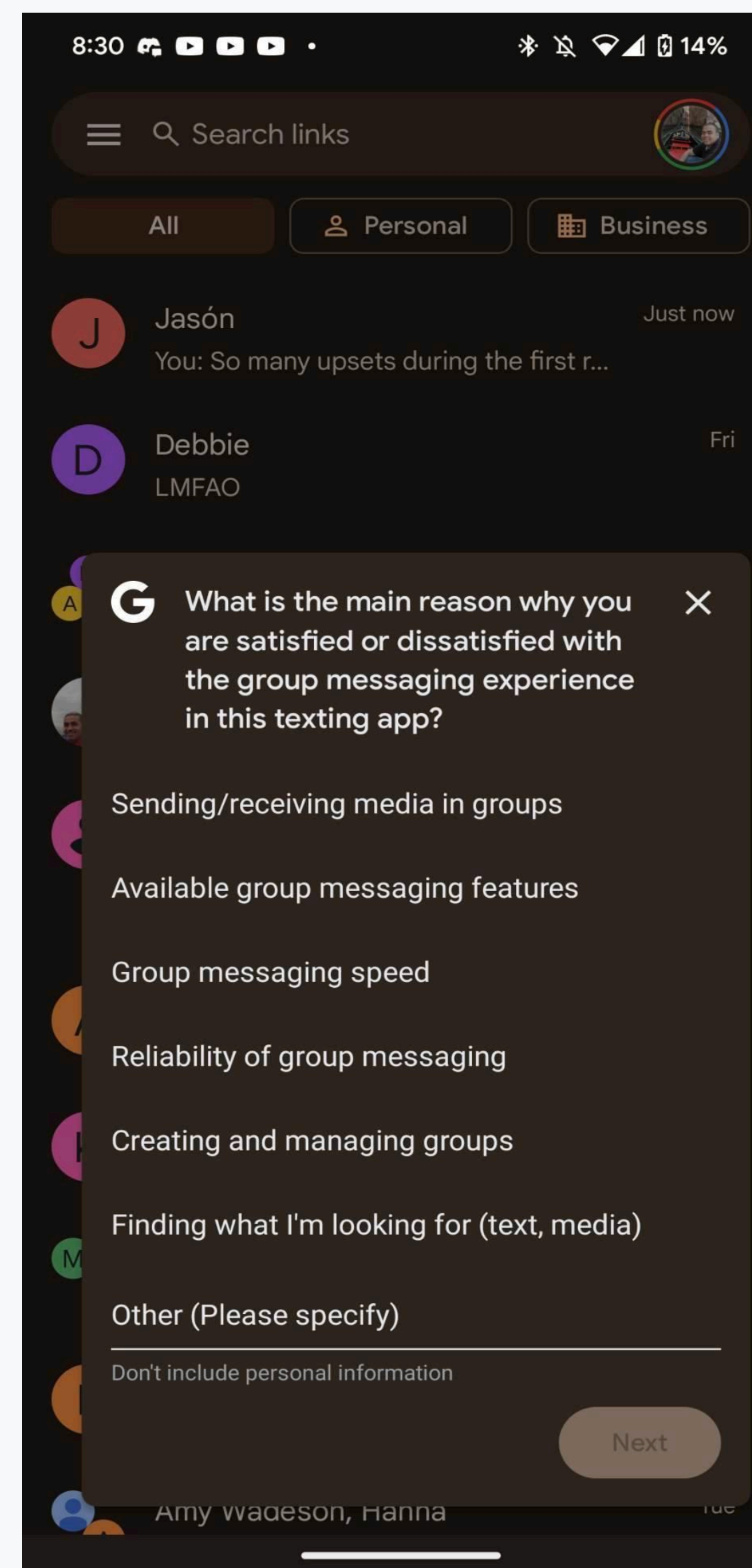


Tracking User Attitudes and Experiences Live

Launching the new GRAD program to Googlers and its large suite of tools was a demanding endeavor. Time was a scarce resource and products were released with the hope UX would be able to collect and analyze live data to support updates to the tool post-launch. I was in charge of the logistical development of these surveys across multiple product releases.

MY ROLE

Programmed and launched near a dozen surveys per product group, and led the analysis of around 500 - 1,000 responses per survey.



Tracking User Attitudes and Experiences Live

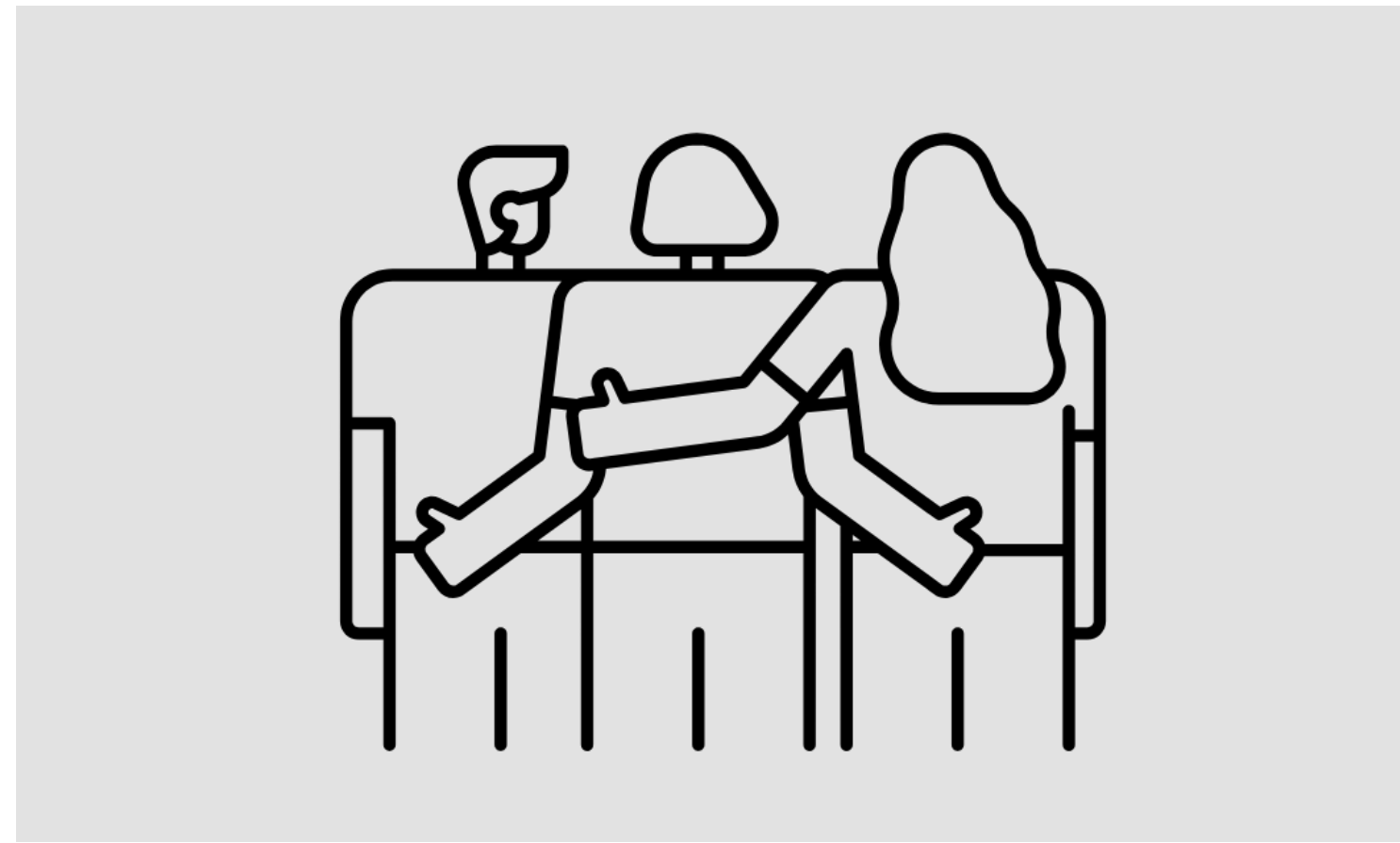
More information about the research work I've done



PROCESS

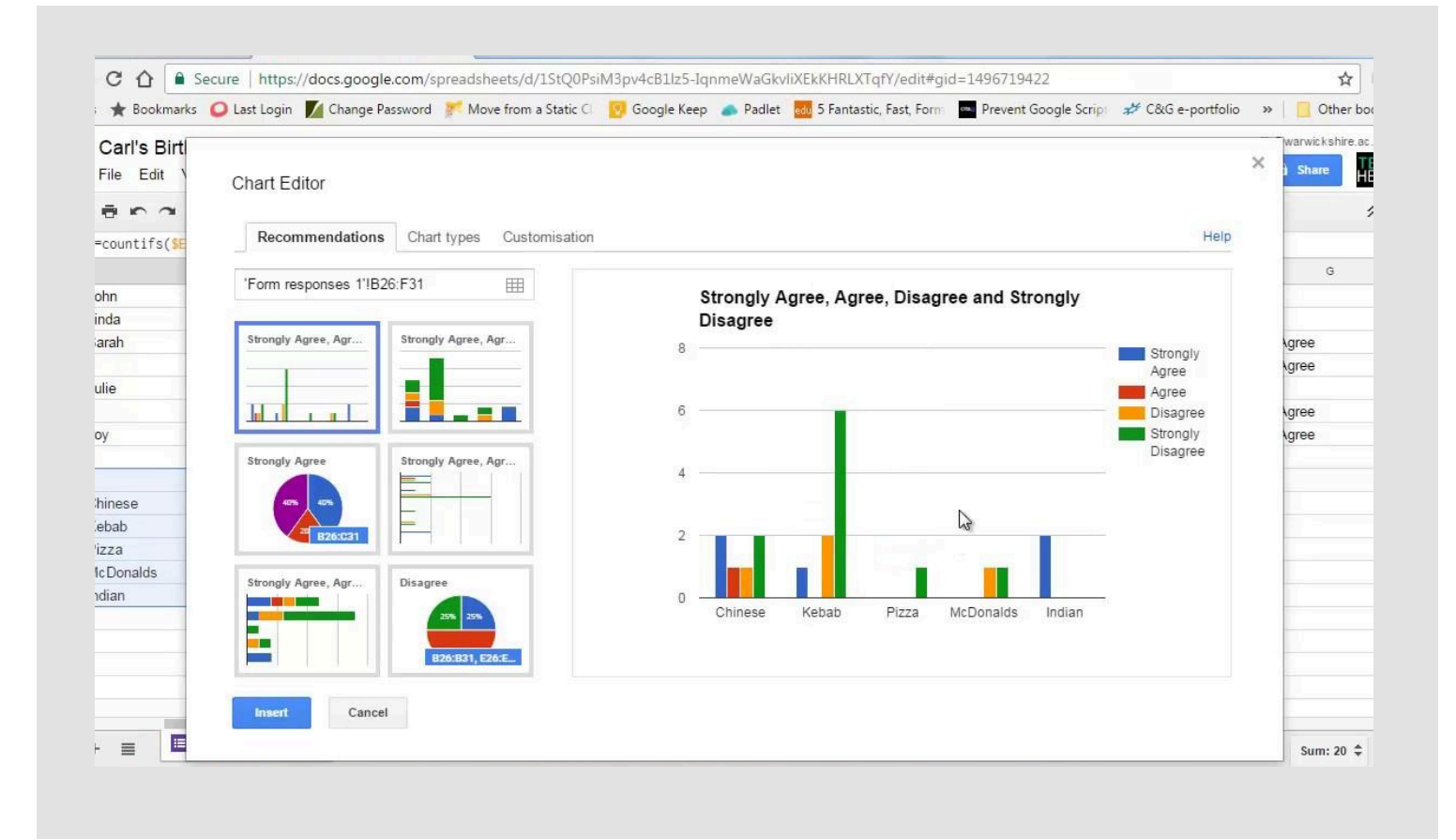
Each product launch required near a dozen surveys that would be programmed to present themselves to users based on key moments in a users journey. In order to ensure a successful launch 3 things had to be considered.

1. Survey questions were designed to have a funnel effect, with the first question being broad. Then ending with more specific questions due to high drop off rates for each additional question
2. Precise collaboration with the engineering team to ensure the surveys were being triggered by users on the right page and at the right time.
3. Considering the two biggest limitations from the previous points above, working with the product owners to ensure we are still able to get actionable insights based on the data we collected.



GROWING MOMENT

The release of the suite of tools that would support the new chapter in Googles GRAD program was an sizable ask on it's own, but its need for quick turnaround made this a high octane adventure. The collaboration required between multiple teams and departments across the Google organization was something unlike anything I've done in my career. There were a lot of moments where it felt like the ability to be precise and quick was just out of reach. What helped me execute was the relationships I was able to develop with all my team members. Not just fellow researchers or UX team members, but relationships with members from the product and engineering team. Our developed team chemistry from past projects allowed us to preform at a higher level.



OUTCOMES

After collecting, organizing, and analyzing our surveys, we were able to discover trends from our responses. We shared these trends with both the product team and engineering team to give them an insightful diagnosis of the users perception of the tool post-launch. We used the insights to offer actionable recommendations that could be immediately implemented to improve the users experience. We also used the insights we gathered from the HaTS survey to help build the upcoming planned research efforts by providing scope and direction on what we can focus on as a team to help improve the current expirience.

INDUSTRY - HOME IMPROVEMENT / RETAIL

HOME DEPOT

The Home Depot has a large brick and mortar presence around the country, but also has an engaging online experience for both hobbies and professional customers alike. I was a senior research for Home Depot's online UX team, I worked towards improving the homedepot.com experience. My role focused on supporting the team with my tenured research experience, while also supporting product development to improve the online experience.



Preventing a Deadlock Between Researchers and Product Owners

The Online UX team followed the service model for research requests. Product teams would come to us with their research questions and we would help them fine tune their questions to help plan a study that would bring the most impact to their product. There were times where teams would come in with way too many questions and with too large of a scope. I was in charge of keeping things realistic and possible.

MY ROLE

Supporting a junior research overcome a challenging research request from the product owners.

The screenshot shows a product page for a Frigidaire 24 in. Stainless Steel Front Control Smart Built-In Tall Tub Dishwasher. The page includes a navigation bar with the Home Depot logo, location (Yonkers 10PM), zip code (10710), a search bar, and utility icons for Shop All, Services, DIY, Log In, and Cart. The breadcrumb trail is Home / Appliances / Dishwashers / Built-In Dishwashers. The product is marked as a 'Best Seller' and has a '314' heart icon. The price is \$328.00, marked as a 'SPECIAL BUY' with a 'Save \$91.00 (22%)' from the original price of \$419.00. A financing option is shown as '\$55.00/mo** suggested payments with 6 months** financing Apply Now'. The product features are listed: 'Get a complete clean with the 5 level wash system', 'Reduce energy use with the no heat dry option', and 'Cleans 14 place settings in one cycle'. The color/finish is 'Stainless Steel'. Delivery options are shown for 'Pickup' (Unavailable) and 'Delivery' (Earliest delivery date Saturday, Mar 15). A banner asks 'Need to schedule your appliance delivery?' and 'Select your delivery date in checkout Delivery cost applied in cart.' The 'Add to Cart' button is prominent. The page also includes a 'Hover Image to Zoom' feature and 'Share' and 'Print' options.

HOME DEPOT

Yonkers 10PM 10710 What can we help you find today?

Shop All Services DIY Log In Cart

Home / Appliances / Dishwashers / Built-In Dishwashers

Internet # 314298606 Model # FDPC4221AS Store SKU # 1005658638 Store SO SKU #1005711246

Best Seller 314

Limit 2 per order

SPECIAL BUY \$328.00 Was \$419.00 Save \$91.00 (22%)

\$55.00/mo** suggested payments with 6 months** financing Apply Now

24 in. Stainless Steel Front Control Smart Built-In Tall Tub Dishwasher

★★★★★ (1711) Questions & Answers (226)

Color/Finish: Stainless Steel

Unavailable at Yonkers Delivering to 10710

Pickup Unavailable

Delivery Earliest delivery date Saturday, Mar 15

Need to schedule your appliance delivery? Select your delivery date in checkout Delivery cost applied in cart.

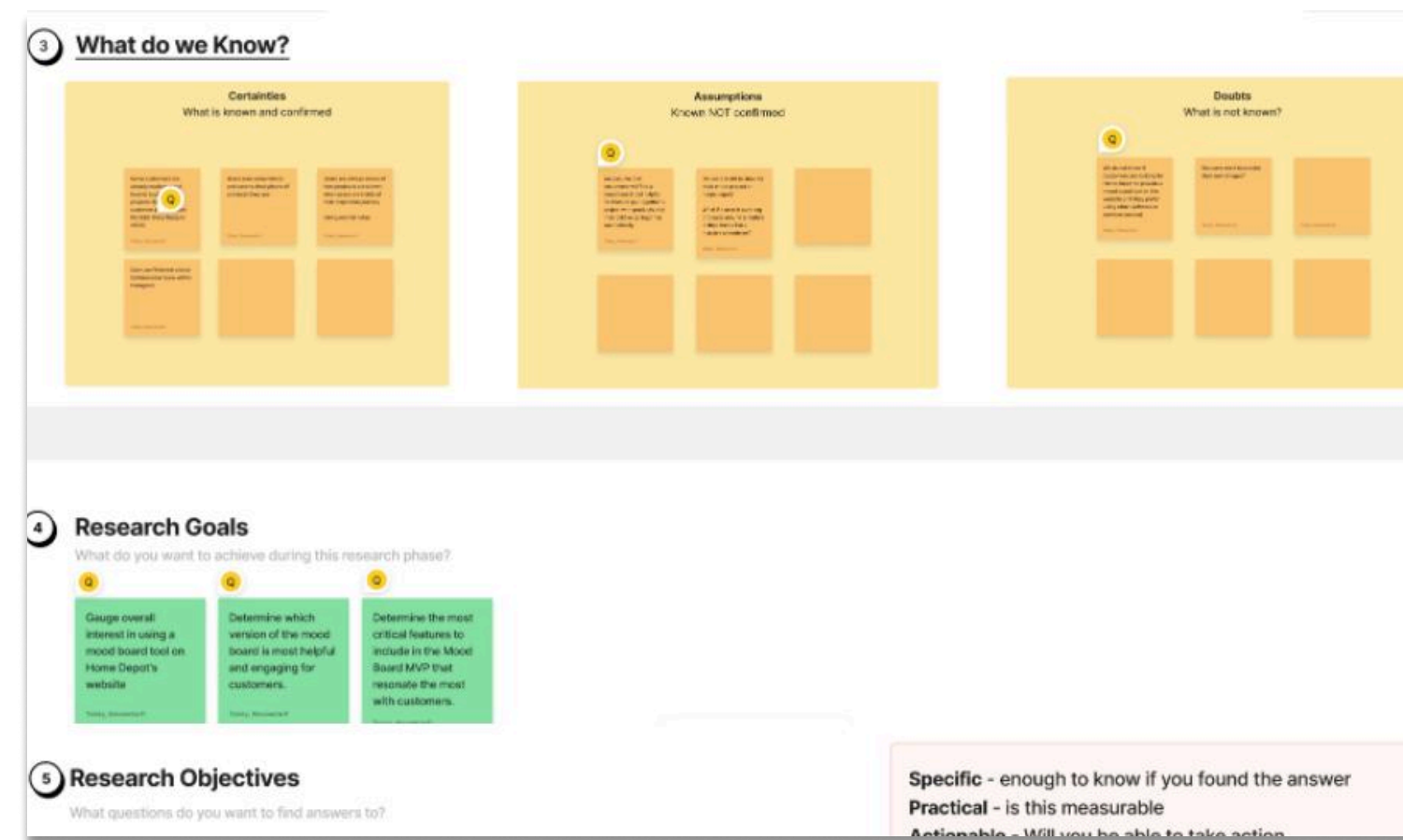
Add to Cart

As low as \$31.35/mo with PayPal. Learn more

Share Print

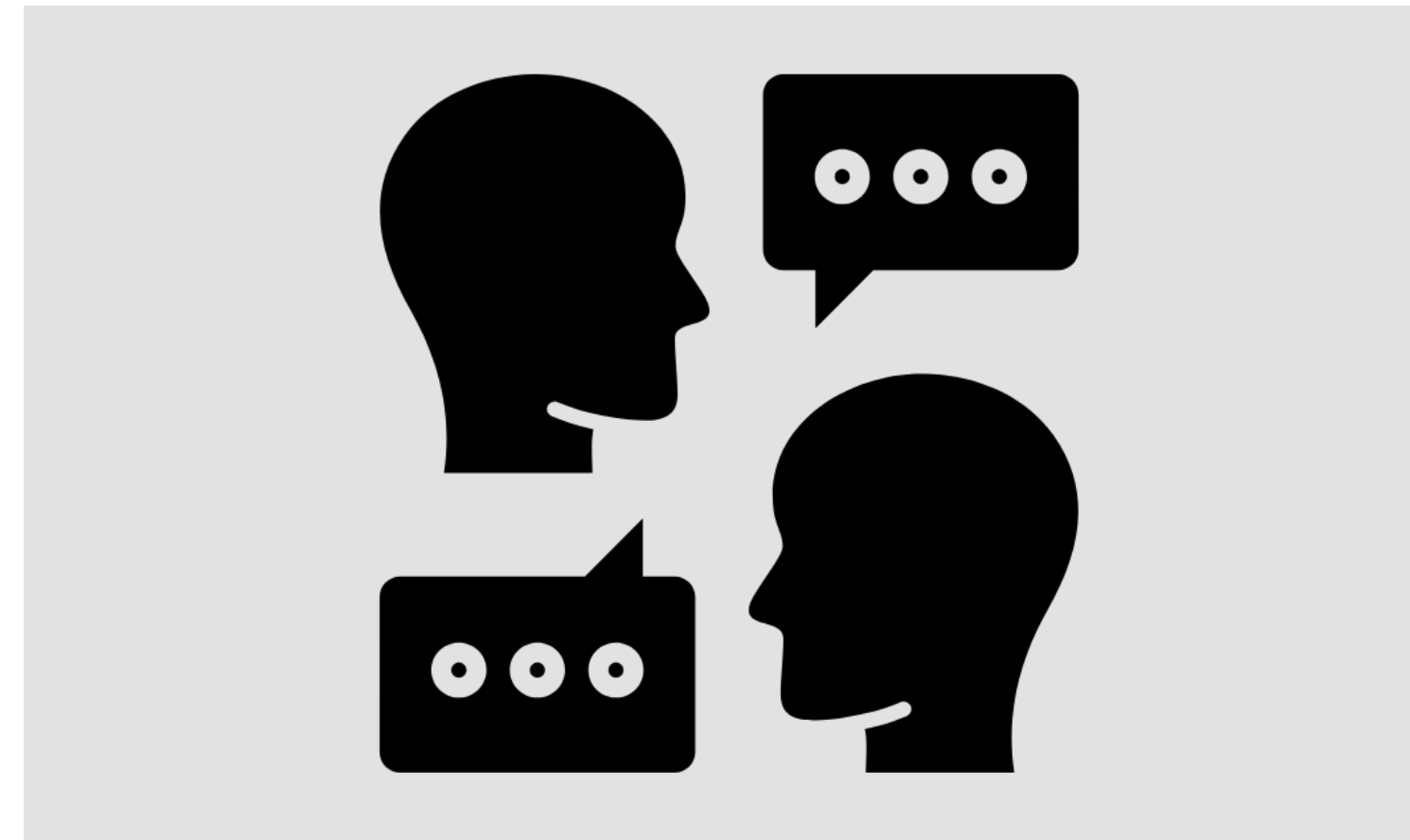
Preventing a Deadlock Between Researchers and Product Owners

More information about the research work I've done



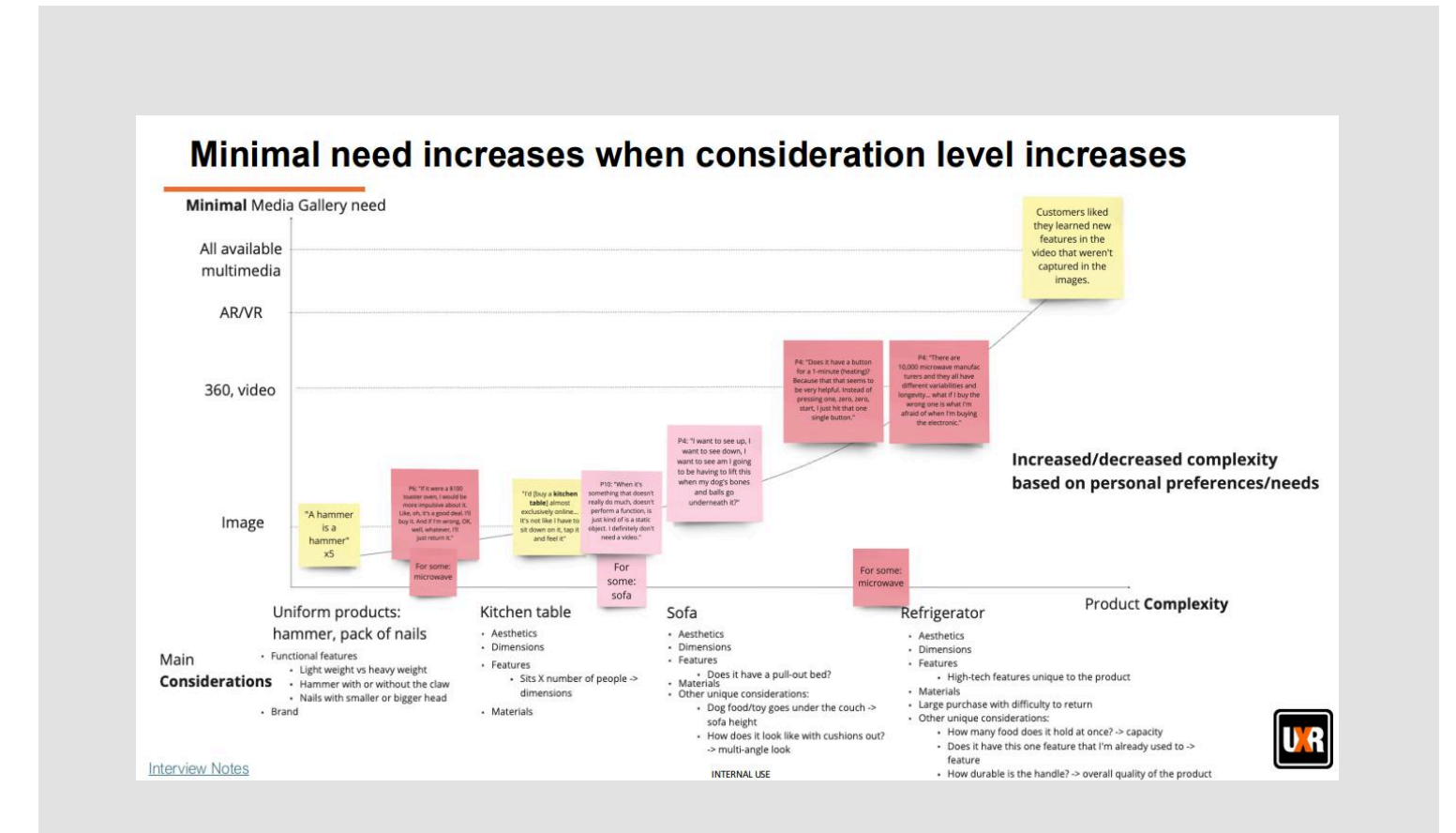
PROCESS

Usually teams might come in with a large amount of questions, and through wordsmithing and goal alignment, we can end with an appropriate number of questions to run a study. However this team brought in 20+ questions with the demand that all questions are important as this was a top priority project with C-Suite executives having a huge interest in the answers to all those questions. Being able to answer all questions in one study would be impossible without having to torture the participant. With the product owners not interested in leaving without all questions answered, I decided to end the stale mate by thinking of bigger questions that would give the power to the designers to answer the smaller questions themselves and building a study around those bigger questions.



GROWING MOMENT

Helping team members without a research background refine their research questions for the sake of achievable research is a common part of the job. However, it has been a while that I was met with such resistance towards any change in the presented scope. I joined the project to support the junior researcher that was caught in a deadlock with the project owners and my fresh eyes on the project was the slight difference that allowed for a solution to be found. Make no mistake, the junior researcher already had the research ready. But thanks to me being a new addition, I was able to understand where the researcher wanted us to go, and what was holding the product team back. Then with the help of some visual aids, I was able to explain how the proposed research will address all 20+ research questions.



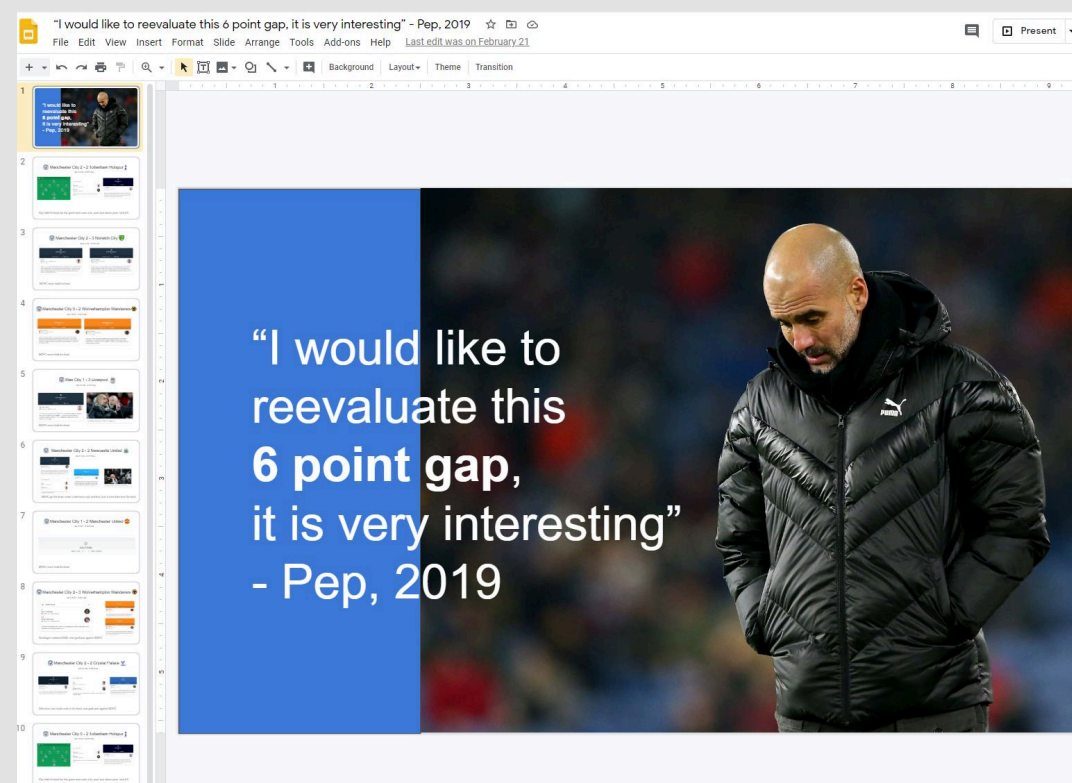
OUTCOMES

The 20+ questions the product team brought to us were all valid questions. The questions were never the issue, the issue was just the logistics of being able to answer all of them through research in the time frame given to us. However after the back and forth discussions we were able to walk away with bigger questions that ended up giving us answers at such a high level that it empowered the UX designers and engineers to answer not just the 20+ questions, but many more based on the valuable data we were able to collect. The learnings we were able to uncover ended up being more powerful than we expected and we ended up having to share this to a much larger audience than intended. It reminded me that answers is why other teams value UX, but you only get good answers when you ask the right questions.

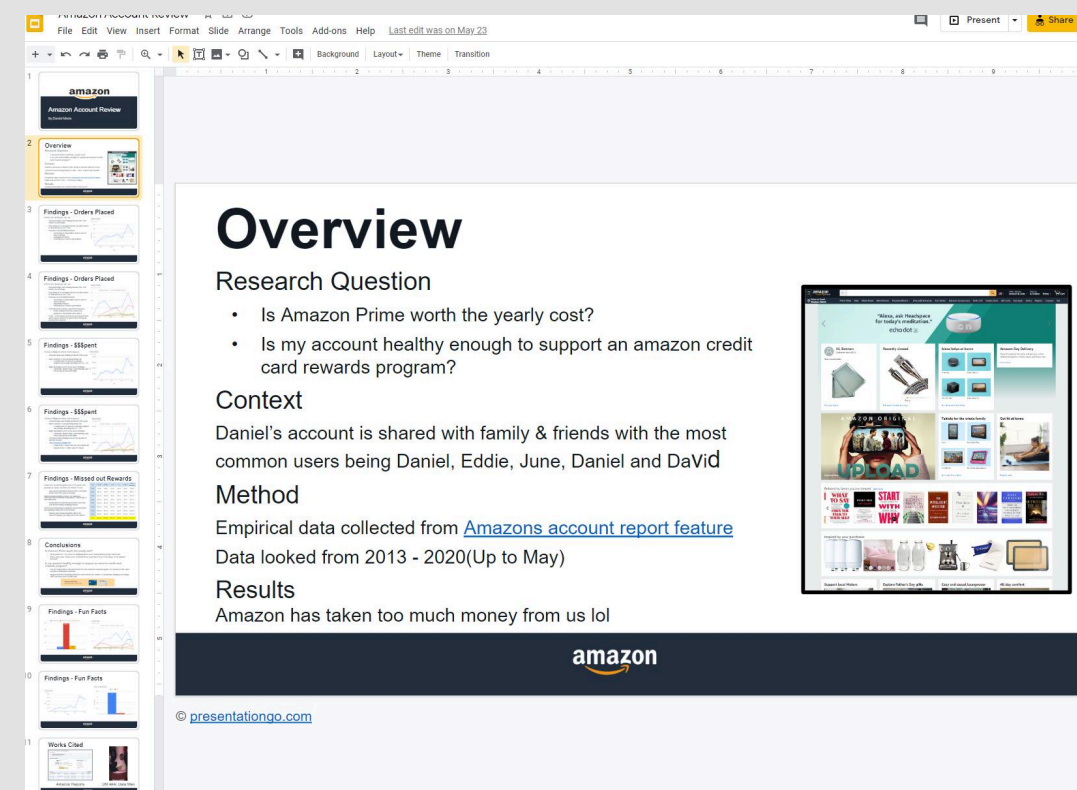
Outside of Work

I have the most fun engaging the skills I've learned to discover customer trends, but seeing them be applied in a more casual environment

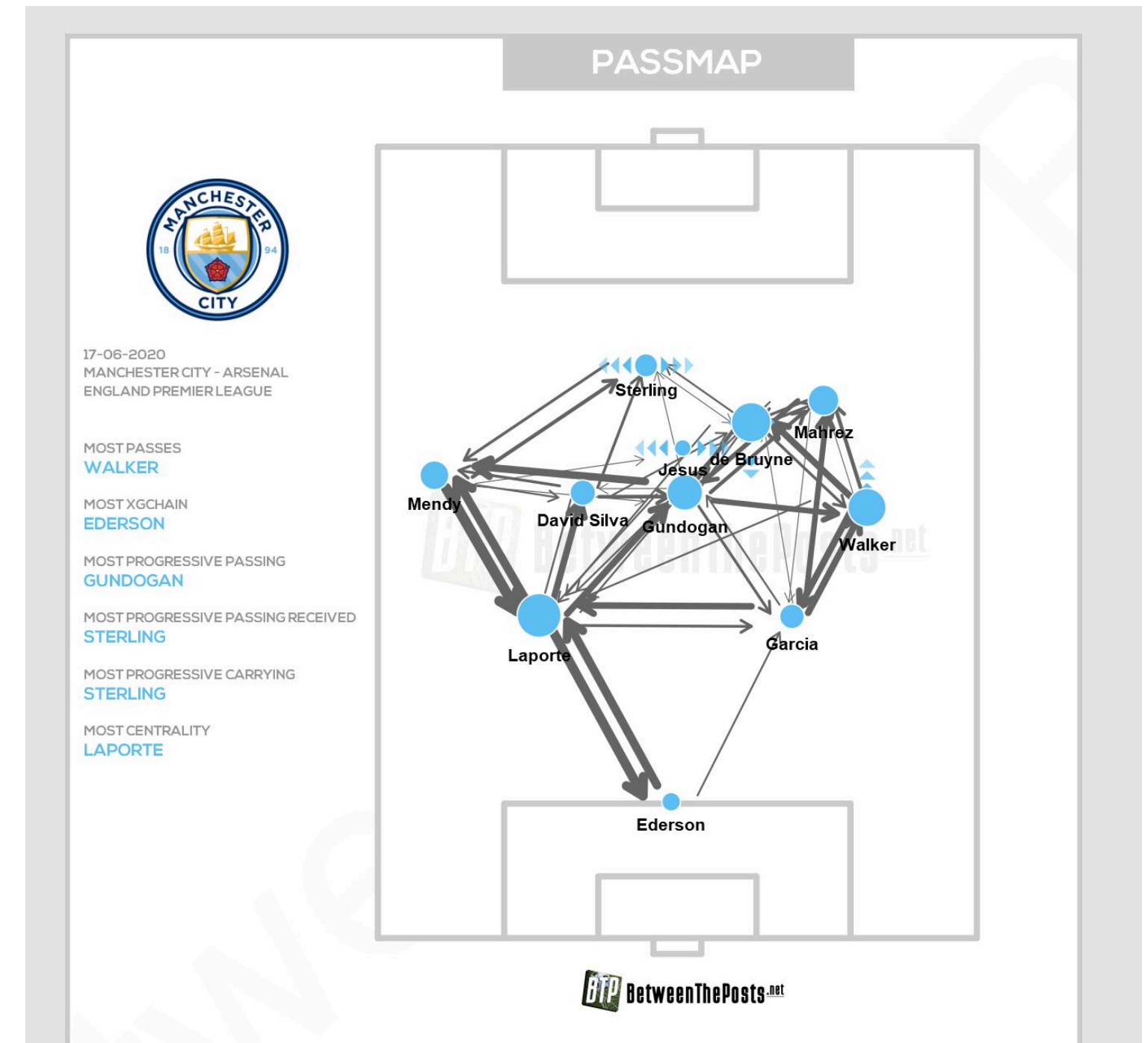
SHARING IDEAS



I have taken advantage of my presentation skills and used them with friends and family. The presentation on the left is a project I'm working on to evaluate a team's season performance. The presentation on the right was used to go over my Family's spending on our shared Amazon account.

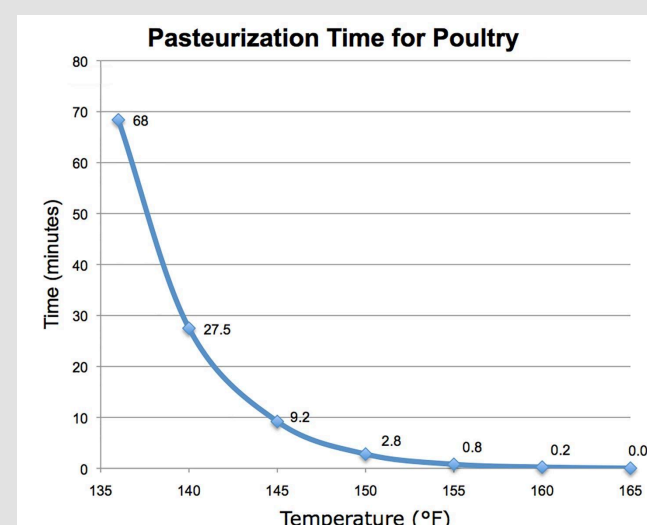


A NUMBERS GAME



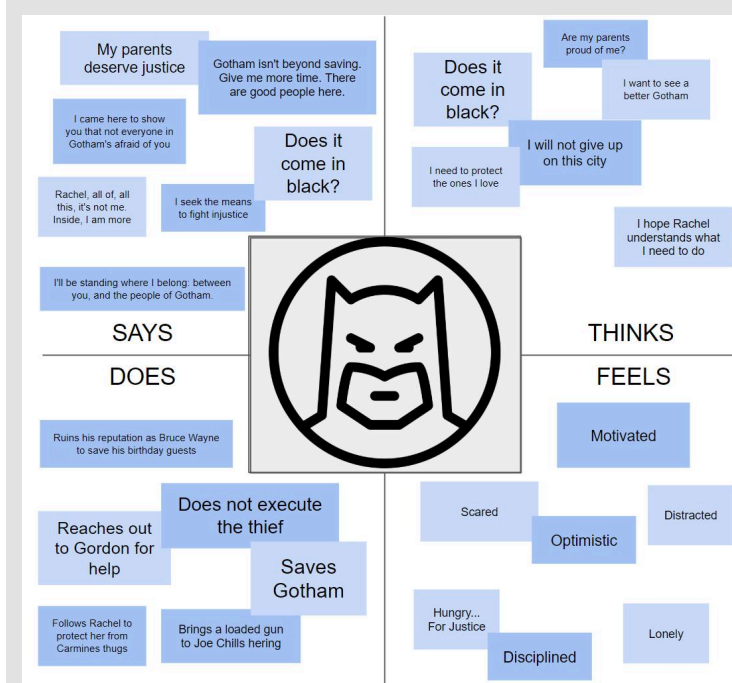
I enjoy following sports because I see each match as a living experiment. That's why I enjoy reading blogs like BetweenThePosts.net that display match statistics in unique, yet digestible ways. This allows for an in-depth analysis of the sport. Which leads me to a better understanding of the match experiments. The example above is a "passmap", which helps paint

COOKING AS A SCIENCE



My favorite hobby is cooking! It is the most intimate activity that combines both science and art. The graph on the left made by J. Kenji Lopez-Alt is an example of using science and precision when cooking. The graph is from an article where he talks about the benefits of cooking chicken at low heat for a long time. The chefs I love to follow are the ones like Chef

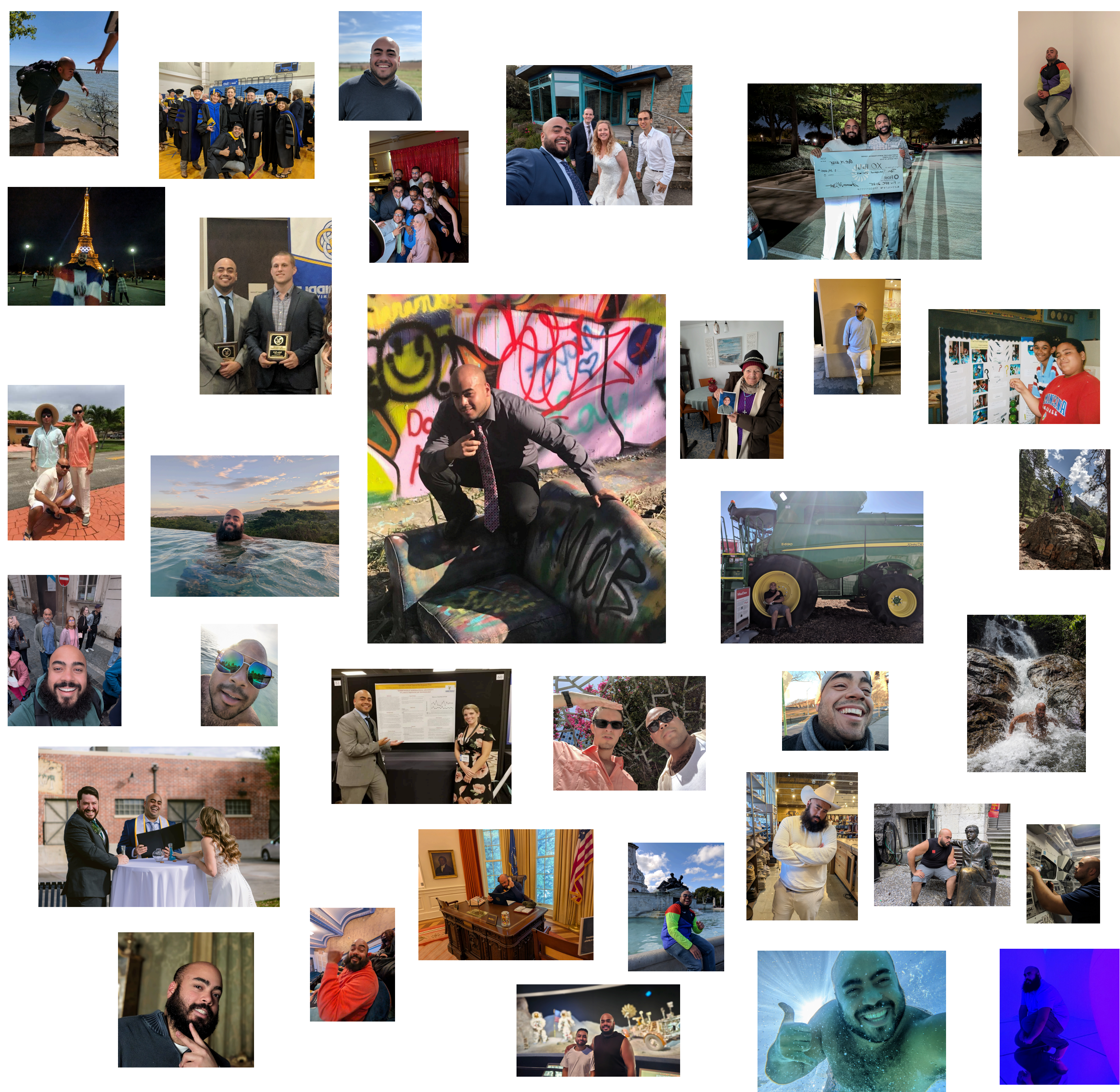
UNDERSTANDING USERS CHARACTERS



A big part of being a UX researcher is understanding who are users to better understand what our users need. A lot of the tools we use to breakdown the identity of our users can just as easily help us breakdown our favorite fictional characters. Using these tools helps enrich movie discussions with my friends.

Other Roles

Additional work available upon request



INDUSTRY - AGRICULTURE / DATA VISUALIZATION

CORTEVA

AGRISCIENCE

Corteva Agriscience is a global agriculture company that combines industry-leading innovation, to profitably deliver solutions for the world's most pressing agriculture challenges. I worked towards improving internal tools for Corteva, specifically their IT support portal. My role was to evangelize UX and introduce the concept of integrating UX research to a product team unfamiliar with UX support.



INDUSTRY - AUTOMOTIVE / RETAIL TRADE

COX

AUTOMOTIVE

Cox Automotive is the world's largest automotive services and technology provider. As a part of their UX team, I worked towards improving the logistics at their dealer auction sites across the country. My role focused on analyzing the changes caused by the 2020 pandemic and how could Cox continue to support during this new transitional period.

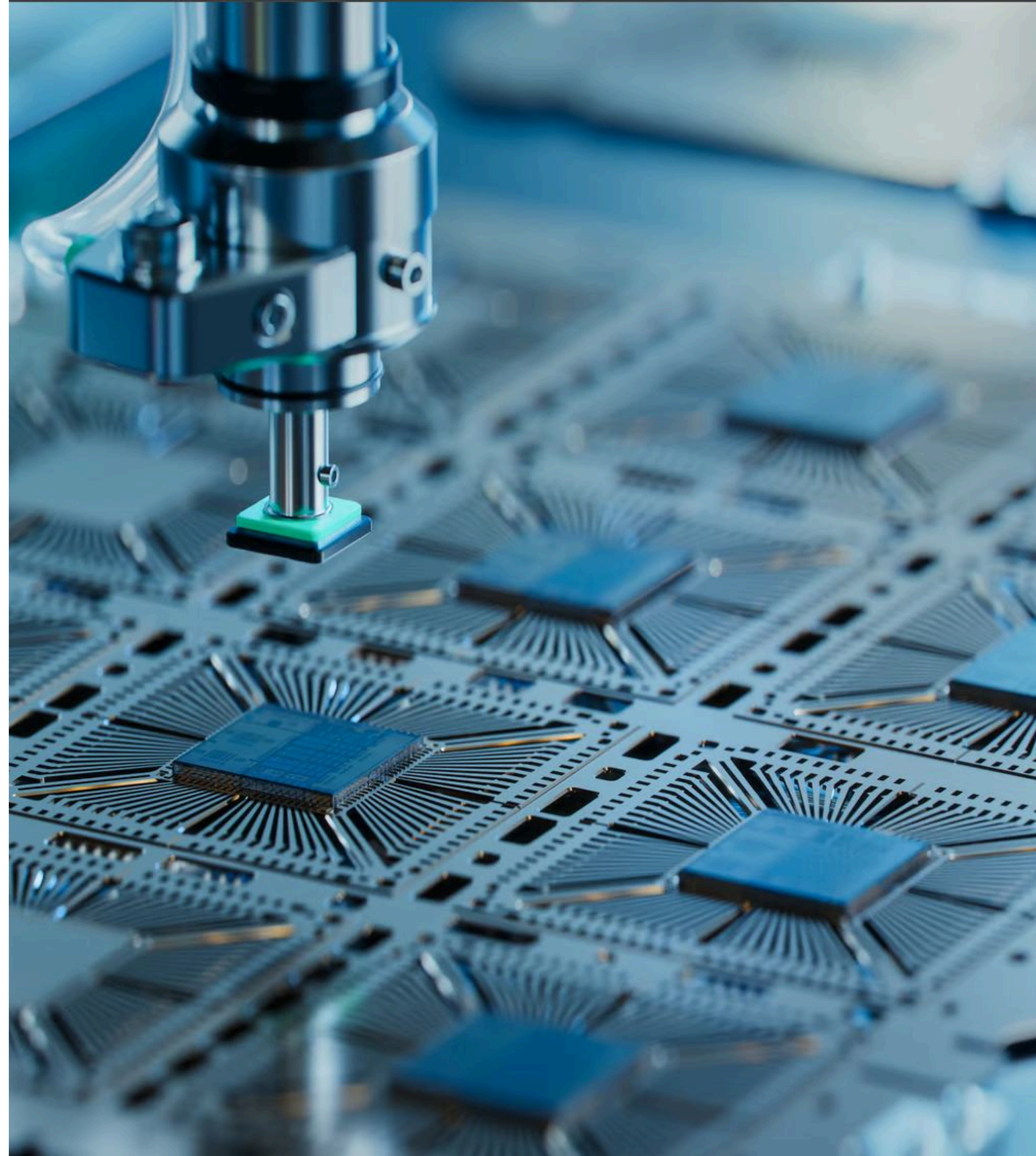


INDUSTRY - SEMICONDUCTOR MANUFACTURING

INTEL

CORPORATION

For more than 50 years, Intel has created world-changing technology that improves the life of every person on the planet. At Intel, I supported the top eight contestants of Intel's hackathon event. Their reward was 3 months of UX research support to help bring their unique ideas one step closer to being a real and feasible solution that could hit the market thanks to the polish of some user research.



Thank You

DanielM.S312@gmail.com |

1-917-538-7811

Additional work available upon request