

Michael Lee

Professional summary

Senior Behavioral UX Researcher with experience studying user behavior and providing insights to improve engagement and product design. Expert in ethnographic studies, field research, and behavioral data analysis to shape user experiences and influence design strategies for leading tech products.

Experience

Senior Behavioral UX Researcher

March 2019 - Now
Microsoft / Chicago, IL

- Conducted ethnographic research for Microsoft Teams, gaining insights into user workflows and improving collaboration features, resulting in a 25% increase in daily active users.
- Led field studies to understand real-world use cases and behaviors, which directly contributed to product enhancements and increased user retention by 18%.
- Collaborated with design and product teams to develop personas and behavior-driven features, improving the user experience across multiple platforms.
- Utilized behavioral data analysis to identify patterns in user activity and provided strategic recommendations that enhanced product performance.

Behavioral UX Researcher

January 2016 - February 2019
Spotify / Chicago, IL

- Analyzed user behavior data to improve the Spotify app's recommendations algorithm, increasing satisfaction by 18% through personalized content suggestions.
- Led remote and in-person behavioral research, including diary studies and journey mapping, to gain a deeper understanding of user engagement.
- Worked with cross-functional teams to translate behavioral insights into actionable product enhancements, leading to a 10% increase in user engagement metrics.
- Created detailed user personas and behavioral archetypes that guided the design and development of new features, streamlining interactions.

Projects

- Behavioral UX Research Conference.** Speaker on leveraging ethnographic research to improve user experiences in enterprise software.
- Workshop on Behavioral Analytics.** Facilitated a workshop on using behavioral data to drive UX design decisions, attended by over 100 professionals in the UX field.

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Education

Master of Science in Cognitive Psychology
University of Chicago, IL | Graduated: 2016

Bachelor of Science in Neuroscience
University of California, Los Angeles, CA | Graduated: 2013

Certifications

- Advanced Behavioral Research Techniques – Coursera, 2019
- UX Research Methods – Nielsen Norman Group, 2017

Skills

Ethnographic research	◆◆◆◆◆
Behavioral data analysis	◆◆◆◆◆
Field studies	◆◆◆◆◆
Usability testing	◆◆◆◆◆
Diary studies	◆◆◆◆◆
User-centered design	◆◆◆◆◆
Interaction design	◆◆◆◆◆
Qualitative data analysis (NVivo, Dedoose)	◆◆◆◆◆
Research synthesis	◆◆◆◆◆
Persona development	◆◆◆◆◆