

Matthew Morrison

UX RESEARCHER

CONTACT

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EDUCATION

MA, Sociology

University of Virginia

All-but-dissertation PhD

BA, French

Augusta University

CORE METHODS

- Mixed-methods research design
- Generative & evaluative studies
- Surveys & statistical analysis
- Usability & concept testing
- Card sorting & tree testing
- Journey mapping & personas

LEADERSHIP

- Research management & coaching
- Research operations design
- Stakeholder alignment
- OKR & roadmap integration
- Research democratization
- Vendor governance

TOOLS

- SPSS · Qualtrics · Typeform
- dscout · UserTesting
- UserInterviews · Optimal Workshop
- Rally UXR · SurveyMonkey
- Claude · Gemini · ChatGPT · Cursor

SPEAKING

How to Measure Impact in B2B User Research

Rally UXR · 2022

Demystifying User Research in B2B

Rally UXR · 2022

Recruiting in B2B Companies

UX Research & Strategy · 2022

B2B Recruiting Podcast

UserInterviews · 2021

— Professional Summary

UX Research leader with **10+ years of experience** shaping product strategy, mentoring researchers, and scaling research operations across both B2C and B2B. Proven success as both a player-coach and hands-on IC — building research functions, enabling cross-functional alignment, and translating insights into measurable human and business outcomes. Known for developing high-performing teams, operational frameworks, and research programs that elevate product quality, usability, and strategic decision-making.

EXPERIENCE

Braze, Inc.

2021 — PRESENT

UX Research Manager / Senior UX Researcher

- **Hired and led a team of 2 UX Researchers**, developing them into Senior-level contributors within 1 year through coaching on stakeholder management, storytelling, and research design.
- **Built scalable research operations** including intake, planning, and incentive programs — reducing setup time and aligning 200+ studies with company compliance and efficiency goals.
- **Directed strategic and evaluative research** for the Global Navigation and Homepage redesign, leading to a new IA that improved task completion rates and customer satisfaction — earning executive recognition.
- **Partnered with Product and Design leadership** to integrate UXR into roadmaps and prioritization frameworks.
- **Participated in 20+ hiring loops** for UX leadership roles, including VP of UX, Director of Design, and Head of Research.

Etsy, Inc.

2018 — 2021

Senior UX Researcher

- **Promoted after 1 year** for driving measurable product impact across multiple teams.
- **Conducted 60+ qualitative and quantitative studies** on the buying experience — informing 100+ A/B tests, many of which delivered positive conversion and engagement uplifts.
- **Scaled research democratization** through UserTesting, enabling 40+ non-researchers to test prototypes independently.
- **Advised cross-functional teams** on research design, survey methodology, and statistical analysis to increase rigor and credibility of insights.

Telus Digital (*formerly WillowTree, Inc.*)

2015 — 2018

Senior UX Researcher

- **Joined as UX Strategy Intern; promoted within 4 months** to lead researcher.
- **Designed and launched the company's first in-house usability lab** and user panel to accelerate recruiting and testing.
- **Hired a team of 5 researchers** during my tenure.
- **Led discovery and evaluative research** for major clients including HBO, Fisher-Price, Nestlé, and WebMD — driving improvements in digital experience, accessibility, and conversion.
- **Established repeatable processes** for usability testing and client-facing insight delivery.