

CONTACT ME

- 📞 916.579.2386
- ✉ nicole@maronux.com
- 📍 Sacramento CA
- 🖱 www.maronux.com
- in [linkedin.com/in/nicolemaron/](https://www.linkedin.com/in/nicolemaron/)

AREAS OF EXPERTISE

Core Competencies

- Accessibility Compliance
- Consensus-Building
- Evaluative Research
- Generative Research
- Interaction Design
- Project/Team Leadership
- Qualitative Research
- Quantitative Data Synthesis
- Strategic Planning
- Task/Workflow Analysis
- Workshop Facilitation
- UX Writing

Key Documents and Deliverables

- Accessibility/Content/Usability Audits
- Design Guidelines/Recommendations
- Interview/Testing Scripts
- Process/Workflow Diagrams
- Product Roadmaps
- Research Plans/Reports
- User/Group Profiles
- Site/Application Copy
- Voice and Tone Guides

Research and Testing Methodologies

- 1:1 Interviewing
- A/B Testing
- Affinity Mapping
- Card Sorting
- Concept Testing
- Contextual Inquiry
- Heuristic Evaluation
- Moderated/Unmoderated Testing
- Participatory Design
- Prototype Testing
- Surveying



Senior UX Consultant | Researcher | Strategist | Writer + IxD

With 20+ years of experience, I partner with agencies and product partners to align business goals, users' needs, and technical capabilities into product success. I provide clear guidance and validate solutions through user research and design testing. I collaborate with cross-functional teams from ideation to delivery, efficiently answering your key questions within your budget.

PROFESSIONAL EXPERIENCE

Sr. UX Researcher/Contractor 8/3/2022 – 11/04/2022

SmartNews

Re-aligned SmartNews' 2023 design strategy with findings and recommendations from a heuristic evaluation for the SmartNews synthesized with the analysis of 11 direct and indirect best-in-class news media competitors. *Contracting agency: MindTrust.*

Sr. UX Researcher/Contractor 6/01/2022 – 7/08/2022

Thomson Reuters

Improved the Deloitte UX team's design work on Thomson Reuters' internal publishing tool redesign with usability assessments of key screens and refined user persona templates for ongoing use. *Contracting agency: Deloitte.*

Sr. UX Researcher/Contractor 5/02/2022 – 6/14/2022

Sigma Computing

Informed Sigma's strategic marketing content and sales strategy by identifying supply chain data analysis business cases, defining user taskflows, and capturing their key target users' pain points through 1-1 user and stakeholder interviews and remote surveys. *Direct contract.*

Product Owner 10/01/2020 – 02/28/2022

4insite, LLC

Consistently delivered rapid product releases and supported our Agile development team for 4insite's 60+ feature, 120+ language facilities management software by maintaining usability standards, writing/grooming user stories, and acting as a design communicator for multiple pods while meeting multiple stakeholders' requirements. Wrote UX microcopy, marketing copy, and product release communications.

Sr. UX Researcher/Strategist 04/06/2018 – 10/25/2020

Accenture – multiple agency projects

Nexant Energy

Rescued Accenture's mismanaged UX research and design project for Nexant, preserving an at-risk client relationship with Florida Light & Power. Delivered a complex task flow analysis and web solution for its nuclear facility work order system.

State of California Child Welfare Digital Services (CWDS)

Conducted service design research for CA Child Welfare Digital Services' CMS-CARES tool, including contextual inquiry and deep task analysis. Significantly reduced legal risk and federal penalties by developing their Accessibility Roadmap with design and content standards consistent with WC3's Section 508 and WCAG compliance guidelines.

TOOLS AND RESOURCES

Research, Design, and Collaboration

Calendly
ChatGPT
Confluence
Figma
Jira
LucidChart
Miro
Shortcut
SurveyMonkey
Trello
UserInterviews.com
WC3
WCAG Checklist

Design Testing

A11y Color Contrast Validator
Maze
Optimizely
UserTesting.com
WAVE

VOLUNTEERING

Writer/Social Media Coordinator

Black Lives Matter Sacramento
Dec 2018 - Apr 2023

General Volunteer

Community Housing Partnership
Feb 2013 - Jun 2014

Web Team Co-Lead, Center Camp Cafe

Decor Team, Center Camp Cafe

Cleanup Team Lead

Burning Man Project
Jan 2001 - Mar 2006

EDUCATION

Multimedia Studies Program

San Francisco State University
1998-2000

View earlier professional experience at:
<https://www.linkedin.com/in/nicolemaron/>

Sr. UX Designer/Contractor

08/17/2017 – 02/21/2018

Ubisoft Games

Created consensus for project goals with Ubisoft's large, globally distributed stakeholder group and delivered design guidelines, task analysis, brand consistency, content prioritization, and feature prioritization reports. Delivered interaction design via detailed wireframe templates for 20+ homepage features and 5 discrete publishing events. Contracting agency: Catalyst Innovation Partners.

Sr. UX Architect

07/27/2015 - 06/25/2017

Dealertrack/Cox

Refined Dealertrack's nascent UX practice within their Sacramento development teams' newly adopted Agile process. Evangelized a lean UX design process to meet a backlog of stakeholder's unmet requests and to improve productivity for Dealertrack's internal and customer end users. Developed a strategic vision for DT's enterprise application redesign by engaging multiple internal stakeholder teams in design thinking and user research. Socialized UX ROI with leadership and stakeholders, including Engineering, Account Management, and Operations.

Sr. Interaction Designer/Contractor

04/16/2015 – 07/10/2016

UCSF

Improved the usability of iRis, UCSF's proprietary clinical research trial management software, through heuristic analysis and content review. *Direct contract.*

Sr. UX Designer/Contractor

12/21/2014 – 02/22/2015

LiquidSpace

Delivered a full UX redesign of LiquidSpace's co-working and commercial real estate registration and booking system, with tailored experiences for host, guest, and admin users. Providing optimized user workflows by through on- and off-line service design research. *Contracting agency: Mad*Pow Designs.*

Sr. UX Design Researcher/Contractor

07/01/2013 - 01/31/2014

Best Buy

Identified brand experience inconsistencies via a deep audit across Best Buy's 6 web and mobile properties, including navigation, nomenclature, iconography, and micro-copy. *Contracting agency: Sequence.*

Sr. UX Designer and Researcher/Contractor

03/01/2008 - 08/30/2013

Hot Studio – multiple agency projects

PG&E

Informed PG&E's 2014 digital strategy with findings from an in-home contextual behavioral and perceptual study of 15 customers regarding energy use habits.

Women's Foundation of California

Expanded the WFC's donor base in two phases. Phase I was user research and content strategy to determine most effective way to engage and support multiple user groups. Phase II completed their full site redesign providing a new user-centered IA and page templates with microcopy.

Salesforce

Streamlined the AppExchange developer publishing workflow and provided interaction design updates for their redesign. Conducted task and process analysis, provided detailed wireframes and microcopy.

Sr. UX Researcher/Designer

09/14/2012 - 1/10/2013

The Capital Group

Realigned the brand experience across the Capital Group's international internal and external web properties. Conducted a brand and content audit across 20+ web sites and provided. *Contracting agency: Adaptive Path*