






CONTACT ME

-  916.579.2386
-  nicole@maronux.com
-  [Sacramento CA](#)
-  www.maronux.com
-  [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
- Requirements Validation
- Surveying

NICOLE MARONUX

Senior UX Researcher | Strategist | Writer

I partner with agencies and product partners to align business goals, users' needs, and technical capabilities into measurable success. I provide clear planning guidance and validate solutions through project-appropriate 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

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| Digital Strategist | <i>1/15/2023 - Present</i> |
| Electric Memories | Ko Phangan, Thailand |
| Developing the digital and social media product strategy for a world-class, mixed-media biography service. Details under NDA. | |
| <i>Tools & methods: ChatGPT, Copywriting, Figma, Poe, UX Writing</i> | |
| Sr. UX Researcher/Contractor | <i>8/3/2022 – 11/04/2022</i> |
| SmartNews | San Francisco, CA |
| Re-aligned SmartNews' 2023 design strategy with findings and recommendations from a heuristic evaluation for the SmartNews mobile app, when evaluated against a competitive analysis of 11 direct and indirect best-in-class news media competitors. | |
| <i>Contracting agency: MindTrust/Impeckable</i> | |
| <i>Tools & methods: Competitive Analysis, Heuristic Evaluation, UX Writing</i> | |
| Sr. UX Researcher/Contractor | <i>6/01/2022 – 7/08/2022</i> |
| Thomson Reuters | San Francisco, CA |
| 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. | |
| <i>Contracting agency: Deloitte</i> | |
| <i>Tools, methods, deliverables: Figma, MS Teams, Participatory Design</i> | |
| Product Owner | <i>11/01/2020 – 02/28/2022</i> |
| 4insite, LLC | McClellan Park, CA |
| 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. | |
| <i>Tools & methods: 1:1 Interviewing, Agile, Confluence, Figma, Jira, Marketing Copy, Participatory Design, Requirements Validation, Scrum, User Stories, UX Writing</i> | |
| Sr. UX Researcher/Strategist | <i>04/06/2018 – 10/25/2020</i> |
| Accenture | multiple agency projects
Sacramento, CA |
| Nexant Energy | |
| Rescued Accenture's mismanaged UX research and design project for Nexant, preserving an at-risk client relationship with Florida Light & Power. Delivered an optimized task flow analysis for its extremely complex nuclear facility work order system. | |
| <i>Tools & methods: Figma, LucidChart, Process Diagrams, Requirements Validation, Task Analysis</i> | |
| State of California Child Welfare Digital Services (CWDS) | |
| 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. Conducted service design research for the CMS-CARES tool. | |
| <i>Tools & methods: 1:1 Interviewing, Accessibility Audit, Affinity Mapping, Agile, Concept Testing, Contextual Inquiry, Figma, Jira, Journey Mapping, Miro, Moderated Testing, Service Design, Task Analysis, WAVE, WCAG, UX Writing</i> | |

TOOLS AND RESOURCES

Research, Design, and Collaboration

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

Design Testing

A11y Color Contrast Validator
Maze
Optimizely
UserTesting.com
WAVE

PAST VOLUNTEER EXPERIENCE

Writer/Social Media Coordinator

Black Lives Matter Sacramento
Sacramento, CA

General Volunteer

Community Housing Partnership
San Francisco, CA

Web Team Co-Lead

Center Camp Cafe Decor Team

Center Camp Cafe Cleanup Team Lead

Burning Man Project
San Francisco, CA/Gerlach, NV

EDUCATION

Multimedia Studies Program

San Francisco State University

Sr. UX Designer/Contractor

08/17/2017 – 02/21/2018

Ubisoft Games

San Francisco, CA

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

Tools & methods: 1:1 Interviewing, InDesign, Interaction Design, Sketch, Task Analysis, UX Writing, Wireframing

Sr. UX Architect

07/27/2015 – 06/25/2017

Dealertrack/Cox

Sacramento, CA

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.

Tools & methods: 1:1 Interviewing, Agile, Axure, Jira, Process Analysis, Task Analysis, Trello, UX Writing, Wireframing, Workshop Facilitation

Sr. UX Designer/Contractor

12/21/2014 – 02/22/2015

LiquidSpace

San Francisco, CA

Delivered a full UX redesign of LiquidSpace's commercial real estate registration and booking system, with tailored experiences for host, guest, and admin users. Provided optimized user workflows informed by on- and off-line service design research.

*Contracting agency: Mad*Pow Design*

Tools & Methods: 1:1 interviewing, Interaction Design, Omnigraffle, Service Design, Task Analysis, Taskflow Diagramming, UX Writing, Wireframing

Sr. UX Design Researcher/Contractor

07/01/2013 – 01/31/2014

Best Buy

San Francisco, CA

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

Tools & Methods: Content Audit, Design Validation, Information Architecture, Omnigraffle, Navigation Design, UX Writing, Visio, Wireframing

Sr. UX Designer and Researcher/Contractor

03/01/2008 – 06/23/2013

Hot Studio – multiple agency projects

San Francisco, CA

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.

Tools & Methods: 1:1 interviewing, Contextual Inquiry, Personas, Task Analysis, UX Writing

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.

Tools & Methods: 1:1 Interviewing, Content Audit, Content Strategy, Information Architecture, Interaction Design, Omnigraffle, UX Writing

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.

Tools & Methods: Heuristic Evaluation, Information Architecture, Omnigraffle, Process Flows, Task Analysis, UX Writing, Wireframing

For earlier professional experience, please visit: <https://www.linkedin.com/in/nicolemaron/>