

Nicole Maron

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UX Research + Strategy + IxD

LinkedIn: [linkedin.com/in/nicolemaron/](https://www.linkedin.com/in/nicolemaron/)
Portfolio: maronux.com

I have over 20 years of experience partnering with agency clients and product partners to find the sweet spot where your business goals, product roadmap, users' needs, and technical capabilities meet. With clear rationales and in plain language, I guide teams and continually validate our goals, approach, and solutions with users through research and design testing. I collaborate with clients, executives, marketing, product, design, and engineering from ideation through delivery and beyond to identify the right questions, then use the most efficient research methods for your budget to answer them.

Core Competencies

Strategic Planning
Service/Process Design
Design Thinking

Qualitative Research
Generative Research
Evaluative Research

Task & Process Analysis
Requirements Definition
Persuasive Writing

Key Documents and Deliverables

Heuristic Evaluations
User Journeys
Product Journeys

Research Plans
Personas
Design Guidelines

Site/Application Maps
Wireframes/Prototypes
Pattern Libraries

Recent Work

SmartNews

Sr. UX Researcher (contract)

8/2022 – 10/2022

Conducting a heuristic evaluation for the SmartNews app for key user task usability and overall experience. Conducting a competitive analysis of 11 direct and indirect competitors with a focus on best-in-class experiences. Both will inform their strategic design planning for 2023. *Contracting agency: MindTrust / Impekable*

Sigma Computing

Sr. UX Researcher (contract)

2/2022 – 04/2022

Planned and executed 15 stakeholder and user interviews to identify supply chain data analysis business cases, define user taskflows, and capture pain points to inform a specific strategic marketing content and sales strategy project. *Direct contract*

4insite/SBM

Product Owner

10/2020 – 1/2022

Supported a rapid Agile development team and process for facilities management software, writing user stories and acting as a design communicator between the design and engineering teams.

Nexant Energy

Sr. UX Researcher/Strategist

6/2020 – 10/2020

Rescued a mismanaged UX research and design project for Nexant, an East Coast-based energy client, preserving an at-risk client relationship and delivering a complex taskflow analysis and web solution for a nuclear facility work order system. *Agency: Accenture*

State of California

Sr. UX Researcher/Strategist

4/2018 – 1/2020

Ensured a significant reduction in litigation and penalty risks for CA Child Welfare Digital Services' by developing their Accessibility Roadmap, outlining recommendations for design and content standards consistent with WC3's Section 508 compliance best practices. *Agency: Accenture*

Previous Work

Best Buy

Style consistency and navigation audit of Best Buy's 9 web and mobile apps and sites

Burning Man/Black Rock City, LLC

Former volunteer web team co-lead /UX lead for Burningman.com, Community manager for ePlaya

Capital Group

Content inventory and navigation audit for CG's 16 global web properties

Cisco Systems

Proprietary iPad sales app interaction design

Hyundai, USA

Authentication and pre-sales user experience for mobile and web auto shopping

LiquidSpace

End-to-end "Airbnb for Co-working" experiences for venue, host, and customer users, including user registration, venue setup, booking, and fulfillment

MAKE Media

User research across MAKE's magazine, Maker community, and Maker Faire event web site audiences

PG&E

2 projects: Content audit for residential and commercial site experiences at pge.com; at-home contextual inquiry user research and user persona development

Agency Partners

Accenture Adaptive Path

AKQA

Deloitte

Hal Riney Partners

Hot Studio

PubNub

Strategic interaction and content redesign of PubNub's Developer Portal signup and onboarding experience

salesforce

User task flow audit and redesign for AppExchange developer submission and review process

Sunrun

Video screencast narration and interaction for solar design tool

Ubisoft Games

Improved company-wide publishing efficiencies by researching and providing the first comprehensive view of their complex international publishing calendar and game title lifecycle, identifying communication gaps and competing interests across 7 in-house and partner game design studios

Virtuwell

Interaction design and unofficial team morale officer for a team of contractors developing one of the first telehealth clinics in the US.

Women's Foundation of California

Site and workflow audits, content strategy, stakeholder research, and detailed user group segmentation profiles led to a full site redesign to widen the donor base and more effectively communicate WFC's work.

Mad*Pow Design

Phoenix-Pop Productions

Razorfish

R/GA

Sequence