



DEVON SINGH, MHCID, MIT, UXMC

User Experience (UX) Leader & Doctoral Candidate

www.devonsingh.com | devon.singh@yahoo.com

Research Skills.

Generative Methods

- Benchmarking (with evaluative methods)
- Card sorts
- Competitive analyses
- Contextual inquiry interviews
- Ethnographic interviews
- Focus group interviews
- KANO analyses
- Participatory designs
- Surveys

Evaluative Methods

- A/B & multivariate tests
- Diary studies
- Heuristic evaluations
- PURE methods
- Tree tests
- Usability tests

Analysis & Visualization Techniques

- Affinity maps
- Contextual design models
- Customer journey maps
- Empathy maps
- Jobs-to-be-done (JTBD)
- Qualitative codes
- Personas
- Service blueprints
- Statistical Analyses (descriptive & inferential)
- Stakeholder maps

Design Skills.

Brainstorming

- Brainstorm workshops
- Dot voting exercises
- How might we?
- Mind maps
- Sketches & crazy 8s
- Storyboards

Stimuli Creation

- Sketches
- Wireframes
- Prototypes
- Design reviews

Content Strategy

- Content audits
- Content designs
- Content reviews
- Content reviews

Management Skills.

Team Building

- Recruiting
- Setting & tracking goals
- Coaching & mentoring
- Building skills
- Developing culture

Team Strategy

- Developing UX strategy (design, content, research)
- Managing systems (design & content)
- Managing research repository

Stakeholder Management

- Building relationships
- Educating stakeholders
- Reporting metrics

Professional Experience.

Director, Product Design & Research

April 2024 to Present

First American Insurance – New York City, New York

- Hire a design and research team from scratch, and create a strategy to support a fast-moving organization that is not rooted in user-centered design
- Provide design and research support over 10 “pods,” made up of analysts, product managers, and engineers
- Communicate regularly to C-suite and VPs on progress of design and research initiatives to inform funding and planning
- Collaborate with other design and research directors to create a UX community of practice across First American



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Senior Manager, Design Research

January 2022 to April 2024

Walmart – New York City, New York

- Independently led research for all of Walmart's associate and enterprise software, including the Me@ Employee App, which was named a finalist for Fast Company's 2022 Design Awards
- Managed a team of six researchers of various career levels to support a global product team
- Tracked and communicated team updates to senior leadership (Senior Director+) for transparency

Manager, Design Research

May 2020 to December 2021

Capital One – New York City, New York

- Developed and managed a lean research team capable of supporting 20 product managers in both generative and evaluative research
- Evangelized UX research to Design-Product-Tech, resulting in the adoption of a new strategy centered on data and user feedback
- Implemented an in-product feedback tool to allow end-users to submit a self-reported usability metric (i.e. UMUX-Lite), as well as qualitative feedback
- Created templates to democratize research and empower non-researchers to conduct "light" research
- Increased Black representation in my organization by 15% through recruiting and mentorship

Lead Design Researcher

June 2019 to May

2020

JUUL Labs – New York City, New York

- Built a research practice from the ground-up that supported 9 global product teams
- Managed contractors and external vendors in both generative and evaluative research
- Established a culture of user-centered design by teaching classes on human-computer interaction and design principles to product teams and stakeholders
- Led research around digital age verification tools to address the issue of underage smoking

Manager, Design Research

January 2019 to June 2019

Verizon – New York City, New York

- Managed research (including all planning, recruiting, executing, analyzing, and reporting) for desktop and mobile app experiences that affected 145-million customers
- Oversaw research for Mix & Match 2.0, a multi-team initiative that spanned 5-months, and resulted in the company's highest Q3 earnings in five years
- Served as a strategy manager, which entailed collaborating with Design and Product to ensure their teams had research support, as well as making sure they were utilizing the voice of the customer

UX Researcher

July 2017 to January 2019

Resideo/Honeywell Connected Home – Minneapolis, Minnesota

- Led research efforts for the Homes App, the primary ecosystem for 4.7-million customers
- Conducted nationwide field research regarding indoor air quality (IAQ), which helped serve as the basis for a new team dedicated to developing IAQ products
- Developed an evaluative process that focused on "budget evaluation methods" (i.e. heuristic evaluations and cognitive walkthroughs) prior to usability testing, to help reduce the company's reliance on costly research methods



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UX Content Strategist

May 2015 to June

2017

Facebook – Menlo Park, California

- Collaborated cross-functionally with Engineering, Marketing, and Product to ensure 1.8 billion users understood Facebook's products
- Assisted researchers with a variety of methodologies to improve help center information architecture and usability, including content analyses, card sorts, tree tests, and usability tests
- Implemented award-winning data dashboards to improve efficiency of team, and help content professionals be more data-driven

Technical UX Writer

October 2014 to May 2015

Sailthru – New York City, New York

- Oversaw content strategy of all client-facing documentation for one of the fastest-growing insights companies in New York City
- Audited the company's existing help center using a variety of research methodologies (i.e. cognitive walkthroughs, content analyses, heuristic evaluations, and card sorts), and used those findings to build a new website with a strong focus on usability
- Established a systematic method for Product to request content strategy support

Associate Design Producer / Technical UX Writer

September 2013 to October 2014

High 5 Games – New York City, New York

- Managed the ideation, development, and testing of game design features
- Built an internal tool to track the company's portfolio of 300+ games, which is currently being used on their website to showcase to buyers, investors, and partners
- Generated all product writing for Game Design and Product departments, including end-user documentation, internal documentation, and marketing communications

Associate Design Producer

January 2011 to December 2012

SMU Guildhall – Dallas, Texas

- Led design teams (i.e. visual artists, designers, developers) on projects up to 8 months in length, using agile software development methodologies
- Oversaw all team documentation, including design documents, presentations, research plans, and style guides
- Coordinated the planning, recruiting, execution, and analysis of both generative and evaluative research methodologies (e.g. competitive analysis and usability tests)

Volunteer Experience.

School of Informatics Mentor

December 2017 to Present

University of California, Irvine – Irvine, California

Mentor graduate students in the Master of Human-Computer Interaction & Design (MHCID) program

Guest Speaker

June 2021 to July 2021

IBM – Remote

Spoke in "Research Techniques with Limited Users"

Guest Speaker

March 2021

The Wharton School – Remote



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Spoke in "Design Thinking Workshop" for the Innovation & Design (I&D) Club

Guest Speaker

February 2021

Global Shapers Community – Remote

Spoke in "A Year of Combating Anti-Black Racism: Technology and Digital Literacy"

Guest Speaker

December 2020

The Interaction Design Foundation – Remote

Spoke in "Intro to User Experience Research"

Guest Speaker

September 2020

Black is Tech – Remote

Spoke in "The Many Roles of Design"

Guest Speaker

August 2020

Young Black Professionals – Remote

Spoke in "Young Black Professionals (YBP) Tech Summit: An Event for Black & Latinx Engineers & Developers"

College of Design Mentor

October 2017 to June

2018

University of Minnesota – Minneapolis, Minnesota

Mentored undergraduate students in the College of Design

Education.

Doctor of Education (Educational Technology Specialization)

Fall 2022 to Spring 2026 (expected)

University of Florida - Gainesville, Florida

Dissertation: Confirmatory Factor Analysis of the System Learnability Scale

Master of Human-Computer Interaction & Design

September 2016 to September 2017

University of California, Irvine – Irvine, California

Grade Point Average: 4.0

Master of Interactive Technology (Design Specialization)

January 2011 to December 2012

The Guildhall at Southern Methodist University – Dallas, Texas

Grade Point Average: 3.66

Bachelor of Arts in Professional Writing, Rhetoric & Technology

August 2001 to May 2006

University of South Florida – Tampa Bay, Florida

Grade Point Average: 3.65



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Certifications.

Coaching Certificate

Harvard Business Publishing Corporate Learning - Remote

April 2023

Human-Centered Service Design Certificate

IDEO U – Remote

October 2021

UX Master Certificate (UX Management & UX Research Specialization)

Nielsen Norman Group – Chicago, Illinois

Identification Number: 1022129

September 2021

Jobs-to-be-Done Certificate

thrv.com – Remote

February 2020