Melanie Maier

(248) 320 8019 • melaniemaier105@gmail.com • melaniemaierportfolio.com

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EXPERIENCE

UX Researcher
Aug. 2022 – Current

United Wholesale Mortgage (UWM) | Pontiac, MI

App Development

- I lead research to inform product and design decisions from discovery through evaluation
  - Design and execute comprehensive user research studies to understand our target users, their motivations, pain points, behaviors, and mental models
  - Collaborate with Product Managers, Product Owners, Business Analysts, Developers, and UX Designers in various stages of the software development lifecycle
  - Design, conduct, and analyze moderated and unmoderated user testing using various methodologies including but not limited to: 1:1 interviews, usability tests, card sorting, surveys, and contextual interviews
  - Develop data-driven narratives that enable me to advocate for the user by informing design decisions and effectively communicating with stakeholders

Research Consultant
Sept. 2018 – June, 2019

Qualigence International | Livonia, MI

- Investigated and verified information on prospective job candidates who met criteria set by our clients
- Conducted comprehensive talent searches using a variety of resources and methods

Undergraduate Researcher, Lab Assistant
Mar. 2018 – May, 2018

Lawrence Technological University | Southfield, MI

- As a project-based researcher I helped the Lawrence Tech Department Head conduct an industry-funded study
  - Participated in research design and apparatus implementation
  - Created research documentation
  - Conducted in-person participant testing
  - Served as a liaison between the university and the partner company

Human Factors Intern   Aug. 2017 – May, 2018
Panasonic Automotive | Farmington Hills, MI
Holistic Innovation, Advanced Engineering

- As a member of the human factors team I collaborated with UX designers and engineers on research projects related to next-generation products
- Played a major role in the User Profiles Project, an exploratory research project
  - Determined which user trait characteristics could be used to predict UX preferences
  - Conducted literature search and analysis on human trait characteristics and the related use of relevant elements of various technologies (optics/perceptual/cognitive/preferences)
  - Proposed research questions and hypotheses
  - Analyzed survey results and applied these findings to aid in planning phase 2
  - Re-evaluated survey items of value as well as interpreting the data collected in phase 2
- Assisted the Innovation/Advanced Engineering team with human factors research activities
  - Conducted literature review for research areas that may warrant further investigation
  - Participated in design thinking process activities
  - Participated in ideation sessions, prototype heuristic evaluations, white space identification, and product improvement activities

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EDUCATION

Master of Science in Human Factors Psychology   Aug. 2020 - May, 2022
University of Idaho
- 4.0 GPA
- Member of Phi Kappa Phi Honor Society

Bachelor of Science in Clinical Psychology   Aug. 2013 - Dec. 2017
Lawrence Technological University
- Minor: Media Communication
- Graduated cum laude
- Recognized for Outstanding Industry Partnership

SKILLS

Qualitative Research • Quantitative Research • Contextual Inquiry • Card Sorting • Usability Testing • Preference Testing • Diary Studies • Survey Design • Exploratory Research • Evaluative Research • Cognitive Walkthrough • Task Analysis • Prototyping • Formative Evaluation • Think-aloud Protocol • Secondary Research Methods • Iterative Design • Excel • UserTesting • AdobeXD • Figma • Qualtrics • Maze • JASP Statistical Analysis Software (comparable to SPSS) • Miro • MURAL