

MIKE MOUAWAD

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UX RESEARCHER | RESEARCH MANAGER

Seasoned User Experience researcher and manager with a long-standing history of hands-on research and experience in the medical, IoT, consumer electronics and AI industry.

Strong research professional with 15 years of research experience in a wide array of methodologies and hundreds of hours of exploratory, rapid, evaluative and post-launch research.

Built and managed UX research and beta testing teams. Leveraged multi-channel user data to answer business and design questions to create meaningful, unbiased and credible user stories and insights

PROFESSIONAL EXPERIENCE

AMAZON, Santa Monica, CA

July 2022 — Present

User Experience Researcher

- Own research strategy and execution across multiple product stages: early discovery, generative, rapid iteration, validation and post-launch learning.
- I balance speed and rigor by force multiplying through the use of research and AI tools to help deliver actionable research results in high-risk, high-visibility environments.
- Employed early, rapid and evaluative research on 3rd party experiences in Alexa+ (OpenTable, Uber, Ticketmaster..) that helped shape and bar raise the AI voice and user experience
- Heavily influenced and shaped next generation AI/LLM related conversational experiences through rigorous and rapid RITE testing, in-lab and beta style testing
- Authored executive decision documents on telemetry for Alexa+ experiences that drove cross-functional alignment and accelerated telemetry implementation
- Trained and mentored designers and interns on research methodology, planning and execution, raising overall research maturity.

BELKIN, Playa Vista, CA

March 2013— July 2022

UX Research Manager, February 2016 — July 2022

- Built, managed and mentored research and beta coordinators to help foster business and team growth.
- Conducted weekly rapid, exploratory and formative testing to help designers rapidly learn and improve on UI designs covering IoT, networking (hardware/software) and tech accessories.
- Expanded on research, analytics and beta repertoire by applying various research methodologies, tools and techniques to foster team growth, improve product and data quality.
 - Implemented 10 and 90-day NPS surveys to help capture NPS and product impression after purchase and long-term use.

- Instilled and proliferated the use of analytics tool *Localytics* in WeMo (*IoT family of devices*) and analytics tool Splunk into Linksys Networking App (*Linksys App*) which helped the business answer business questions, inform design and other quality-based initiatives.
- Explored and applied other research techniques where needed such as card sorting, rapid testing, in-home studies, feature surveys, personas and focus groups.
- Managed research and beta workload, schedules and roadmaps in order to balance with business demands and team workload.
- Identified new research opportunities across BUs and instilled and evangelized research where needed.

Beta Manager, April 2014 — February 2016

- Planned, managed and coordinated beta testing with an external worldwide community of 2,400 customers through an online beta program. Program was actively used to assess product impression, usability and quality before market release.
- Captured UX and QA data from users en masse by collecting, analyzing and reporting data results from journal entries, bug reports, tasks, surveys and forum entries on many networking, IoT and accessory products
- Leveraged beta community to conduct mass surveys on various topics to help answer many business and design questions
- Managed and mentored a beta coordinator

Senior UX Researcher, March 2013 — March 2014

- Conducted early user testing, in-home and onsite studies
- Conducted usability testing on hardware and software products.
- Represented the voice of the customer in meetings, projects and discussions
- Conducted mass surveys and interpreted data on product impact and deduced future user needs.
- Planned, managed and coordinated beta testing on software and hardware products.

CISCO, Irvine, CA

July 2010 — March 2013

User Centered Design Engineer

- Created product, user, textual, graphical requirements and wireframes for product setup
- Took on role of PM role and defined setup requirements on several networking projects
- Owned and executed on all UX research for Linksys
- Conducted in-home studies, card sorting, paper prototyping, usability testing (rapid, summative & formative)

EDUCATION

M.A. Human Factors and Applied Psychology

California State University, Northridge

SKILLS

Research management | Beta Testing | OOB reviews | Heuristic Reviews | Cognitive Walkthroughs | Summative Usability Tests | Formative Usability Tests | Parallel Design Testing | Preference Testing | Desirability Testing | Concept Testing | Task Analysis | Paper Prototyping | Rapid Testing | RITE | Card Sorting | Tree Testing | Surveys | Moderated and Unmoderated Testing | In-depth interviews | Personas | Jobs-To-Be-Done (JTBD) | Consumer Experience Outcomes (CXO/DXOs) | Focus Groups | Diary Studies | Icon Testing | Copy Testing | Mixed Methods Research | Field Research | Discovery Research

AWARDS

- Mouawad, M. 2011. Automatic Differentiation of setup type in router setup application. U.S. Patent Application 13227676, filed September 2011. Patent Pending
- Mouawad, M. 2011. Configuring Multiple Network Devices in a setup flow. U.S. Patent US 8,868,694 B2. Issued October 21, 2014
- Mouawad, M. 2011. Simultaneous setup of a wireless network adapter and a network host device. Patent US 8,665,753 B2. Issued March 4, 2014
- Mouawad, M. 2011. Identifying a wireless network device across factory resets. Patent US 8,705,408 B2. Issued September 9, 2011