

# MIKE MOUAWAD

mikejmouawad@gmail.com | (818) 371-1201 | linkedin.com/in/mikemouawad |  
www.mikemouawad.com

## SEASONED UX RESEARCHER

Experienced UX researcher with 10+ years of leading end-to-end mixed methods research across AI, consumer technology, IoT and medical industry. Proven track record driving product strategy, launch readiness, usability optimization, telemetry definition, and post-launch learning for high-visibility consumer experiences. Experienced operating in fast-moving environments with executive visibility, partnering closely with product, design, engineering, analytics, and business stakeholders to influence roadmap direction through actionable insights.

Deep expertise in foundational (0-1), generative and evaluative research, behavioral insights, experimentation, AI-driven experiences, and translating ambiguous business problems into measurable customer-centered outcomes.

## CORE STRENGTHS

Mixed Methods Research • Product Strategy • Foundational (0 to 1) Research • Generative Research • Evaluative Research • Rapid Iterative Testing • Discovery Research • Usability Testing • Experimentation • Survey Design • Quantitative & Qualitative Analysis • Behavioral Insights • Telemetry & Measurement Frameworks • AI / LLM Experience Research • Concept Testing • JTBD • Customer Journey Mapping • Stakeholder Influence • Cross-Functional Leadership • Research Operations • Research Prioritization • Research Strategy • Consumer Insights • Post-Launch Learning • Agile Product Development • SQL

## PROFESSIONAL EXPERIENCE

**AMAZON**, Santa Monica, CA

**July 2022 — April 2026**

### User Experience Researcher

- Led end-to-end research strategy, prioritization, and execution across Alexa AI and LLM-powered customer experiences, supporting generative, evaluative, and post-launch research initiatives.
- Partnered with product, design, engineering, and analytics stakeholders to shape roadmap direction and influence launch decisions for customer-facing AI experiences.
- Conducted rapid iterative usability testing and exploratory research that informed interaction models, feature prioritization, onboarding flows, and customer experience improvements.
- Defined telemetry and measurement frameworks for Alexa+ experiences, enabling cross-functional alignment around customer behavior, engagement, and success metrics.
- Synthesized qualitative and quantitative customer insights into strategic recommendations that informed go-to-market direction and launch readiness.
- Collaborated in agile, high-velocity product environments while balancing speed and rigor across multiple concurrent initiatives.
- Leveraged AI-assisted workflows, scalable research operations, and streamlined participant recruitment to accelerate insight generation and organizational efficiency.

- Established operational standards for recruitment, screening, tooling, and execution that improved research scalability and delivery speed.
- Mentored researchers, interns, designers, and cross-functional partners on research methodologies, planning, synthesis, and execution.
- Conducted research across multimodal experiences involving voice, conversational AI, and customer interaction ecosystems.

**BELKIN**, Playa Vista, CA

**March 2013— July 2022**

**UX Research Manager**, February 2016 — July 2022

- Built, managed, and mentored UX research and beta operations teams supporting connected device ecosystems, mobile applications, networking products, and smart home experiences.
- Directed weekly exploratory and formative testing programs that enabled rapid product iteration and accelerated design decision-making.
- Led mixed-methods research initiatives across hardware and software experiences, synthesizing behavioral insights into actionable product and business recommendations.
- Implemented customer feedback and analytics programs, including NPS and longitudinal feedback systems, to measure customer sentiment and long-term product experience.
- Expanded analytics maturity by introducing and operationalizing Localytics and Splunk to improve customer journey visibility and reduce onboarding and setup friction.
- Conducted discovery research, in-home studies, surveys, interviews, focus groups, card sorting, concept testing, and usability evaluations to uncover customer needs and usability barriers.
- Managed research prioritization, roadmaps, timelines, and operational planning across multiple business units and product initiatives.
- Evangelized research practices across the organization, increasing stakeholder engagement and research adoption across teams.
- Influenced product strategy and customer experience direction through customer-centered insights and cross-functional collaboration.

**Beta Manager**, April 2014 — February 2016

- Managed a global beta testing community of 2,400+ participants to evaluate usability, quality, feature adoption, and product perception before launch.
- Designed and executed large-scale feedback collection initiatives using surveys, journals, tasks, and community engagement to inform business and product decisions.
- Synthesized large volumes of qualitative and quantitative customer data into clear recommendations for product, design, and engineering stakeholders.
- Partnered with cross-functional teams to identify usability issues, improve product quality, and validate customer experience direction prior to release.
- Managed and mentored beta operations staff while overseeing recruitment, execution, reporting, and program operations.

**Senior UX Researcher**, March 2013 — March 2014

- Conducted in-home and lab-based research studies across networking, hardware, and software experiences.

- Represented the voice of the customer in product discussions, roadmap planning, and design reviews.
- Conducted usability testing, surveys, field research, and customer interviews to identify usability issues and unmet customer needs.
- Supported early concept validation and product development through rapid research and iterative design feedback.

## **EDUCATION**

### **M.A. Human Factors and Applied Psychology**

California State University, Northridge

## **RESEARCH METHODS AND TOOLS**

Discovery Research • Concept Testing • Usability Testing • Rapid Iterative Testing & Evaluation (RITE) • Heuristic Reviews • Cognitive Walkthroughs • Surveys • Interviews • Diary Studies • Focus Groups • Field Research • Tree Testing • Card Sorting • JTBD • Consumer Experience Outcomes (CXOs) • Moderated & Unmoderated Testing • AI Qualitative & Quantitative Evaluation • Icon Testing • Preference Testing • Parallel Design Testing • SQL • Splunk • Localytics • Qualtrics • User Testing • User Interviews • Dscout • Optimal Workshop • Figma