DANIEL A. MARTE

Human Factors/UX Researcher

CONTACT

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EDUCATION

Embry-Riddle Aeronautical University
MASTER OF SCIENCE (MS)
Human Factors - GPA 3.89
Graduated 2018

BACHELOR OF SCIENCE (BS)
Human Factors in Psychology
Graduated 2016

RESEARCH SKILLS

Survey Creation

In-Depth Interviews

Remote Usability Testing

Card Sorting

Quant & Qual Research Design

Storyboarding

Heatmap Study

Heuristic Evaluation

Literature Review

Task Analysis (CTA/HTA)

Prototyping

PROFESSIONAL PROFILE

I am a Human Factors / UX professional seeking to develop my research skills to a higher caliber by putting myself in challenging yet fruitful opportunities. I am a graduate of the Embry-Riddle Aeronautical University Master's program for Human Factors and have worked as a UX Researcher for companies like John Deere, Intel, Google and The Home Depot. I have accumulated 7 years of user research experience from multiple labs across multiple industries.

WORK EXPERIENCE

Senior UX Researcher for The Home Depot// April 2024 – Present
Contract Remote Employee – Supervisor: Ashley Mckeen

Worked for multiple agile teams on consumer facing experiences, primarily the online cart checkout experience.

Led primarily qualitative research efforts aimed at tackling business goals focused on improving experiences for a specialized group of customers while using remote usability platforms.

Mentored team members by providing feedback and brainstorming solutions to the challenges they face at work. Also assigned deliverables for other ux team members to complete for research projects that I was leading.

Developed strong relationships with cross-functional team leads to ensure that our research stays relevant and can be provided in an appropriate time frame.

UX Researcher for Google // June 2022 – April 2024
Contract Remote Employee – Supervisor: Kathy Seyama

Worked on P0 projects and provided research support rapidly and effectively.

Owned the entire research process, starting with developing Quant and Qual research plans based on communication with product managers, engineers, and other key stakeholders.

Created, moderated, and analyzed multiple surveys intending to collect continuous user satisfaction data for different product lines.

Created high-quality deliverables to inform key product decisions and communicated those findings to cross-functional team members and stakeholders.

Senior UX Researcher for Intel // January 2022 – April 2022
Contract Employee – Supervisor: Janice Rohn

Hired for a Special Project that required UX intervention on 8 different teams under tight timelines

Responsible for helping to train multiple teams as well as conducting research through surveys and interviews

Programmed multiple surveys and supervised the collection and analysis of these surveys using Qualtrics and Excel

UX Researcher for Cox Automotive // February 2021 – December 2021
Contract Employee – Supervisor: Jamie Williams

Collected user needs from senior leadership and transformed those needs into testable research questions.

Based on mapped-out research track proposals I designed experiments, wrote interview guides, and constructed testing protocols, which included unique methods like eye-tracking exercises and field studies.

Handled recruiting/scheduling for research participants and acted as a personable point of contact for potential participants

Shared output of research findings that facilitated tactical decision-making for developers and designers (presentations, written documents, tables, charts, etc.)

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TECHNICAL SKILLS

Qualtrics

UserTesting.com

SPSS

Balsamic

Tobii Studio

Morae

Mr. Tappy

ELITE Flight Simulator

Microsoft Office Products

Google Presentation Products

Amazon Mechanical Turk Axure

Web-Ex

inVision

Certifications

CITI Certification with

Human Subjects

LANGUAGES

English (native)

Spanish (fluent)

INTERESTS

Culinary Arts

Cycling

Baseball

Soccer

Basketball

Photography

WORK EXPERIENCE *CONTINUED…*

Senior User Experience Researcher for Corteva Agriscience // Sep 2020 – Feb 2021
Contract Employee – Supervisor: Mike Harms

Helped evangelize research support to an agile product team responsible for developing Corteva's help desk portal. Development efforts included a web page refresh, a new mobile application, and the introduction of a virtual help desk agent.

Updated existing and developed a new understanding of current user needs by mining archival user data.

Proposed, designed, executed, and analyzed product usability evaluations to support multiple product development efforts.

User Experience Researcher for John Deere // Aug 2018 – Aug 2020
Contract Employee – Supervisor: Tom Carpenter

Worked with a diverse customers, focusing on John Deere's B2B e-commerce, B2C mobile/website workspace, and embedded products.

Applied theoretical Human Factors and Human-Computer Interaction principles to complex engineering problems to create innovative solutions with an intentional user experience.

Experience planning and conducting usability tests, interviews, field visits, survey administration, benchmarking studies, and contextual inquiry. Analysis was a mix of qualitative commnet analysis or quant data through SPSS.

Developed collaboration skills by communicating with designers, engineers, and product managers throughout the research cycle.

Graduate Research Assistant at ERAU's HF Dept. // Jan 2016– Aug 2018
University Employee – Supervisors: Dr. B. Chaparro, Dr. J. Keebler, and Dr. C. Fredrick

Assisted in research efforts across six different labs dedicated to studying and practicing the principles of human factors and experimental psychology.

Obtained experience with statistical and quantitative procedures, experimental design, moderated sessions, and survey methods.

Led different teams of bachelor's, master's, and doctoral researchers to coordinate research logistics and develop research outcomes.

Involved in the data collection of the department's biggest team-based study which had 206 participants (103 teams).

PRESENTATIONS & PUBLICATIONS & HONORS

(Full list of citations available upon request)

Journal Publications

Marte, D. A., Anania, E. C., Rice, S., Mehta, R., Milner, M. N., Winter, S. R., Walters, N., Capps, J., & Ragbir, N. (2018). What type of person supports 24/7 police drones over neighborhoods? A regression analysis. Journal of Unmanned Aerial Systems, 4(1), 61-70

Conference Presentations

Marte, D., Walters, N., Milner, M., Anania, E., Rice, S., & Winter, S.R. (2018). *Privacy concerns about UAS Missions*. 14th International Conference on TKS, New York,NY.

Bush, D., **Marte, D. A.**, Rice, S., (2018). *Effect of Nationality and Astronauts Use of Antiemetic Drugs on WTF score in A Commercial Space Flight Scenario*. Presentation at AsMA 2018 Annual Meeting, Dallas, Texas.

Anania,. E, Mehta, R., **Marte, D.**, Rice, S., & Winter, S.R. (2018) *Which Factors Predict Consumer Willingness to Ride in Driverless Vehicles?* Accepted Paper at the 62nd International Conference on HFES, Philadelphia, PA.

Honors