

# Matt Daughtry

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## PROFILE

UX Research Leader with 12+ years of experience scaling research practices, leading cross-functional teams, and shaping digital strategy for Fortune 500 clients. Proven ability to embed customer insights into design and development lifecycles, build high-performing research operations, and deliver measurable business outcomes. Recognized for combining methodological rigor with technical fluency to bridge research, design, and engineering.

## CORE SKILLS

**Research Methods:** Usability testing, heuristic evaluation, card sorting, tree testing, surveys, taxonomy, comparative analysis, focus groups

**Leadership & Strategy:** Workshop facilitation, team management, research operations, stakeholder alignment, executive reporting, strategic planning

**Technical Fluency:** Basic front-end (HTML, CSS, JavaScript), prototyping tools, analytics platforms, iOS app development

## EDUCATION

**Bachelor of Arts, Magna Cum Laude** —  
Southwestern University, 2011

- Awarded **King Creativity Grant** to study perceptions of radically human-like artificial intelligences.

## HIGHLIGHTS OF IMPACT

- **Scaled research practice:** Reduced research project cycle time by 25% through operational innovations.
- **Leadership growth:** Advanced from Analyst → Director → Manager at leading UX firms within a decade.
- **Cross-industry expertise:** Delivered insights across technology, financial services, communications, and healthcare.
- **Innovation track record:** Developed proprietary tools and methodologies to increase research efficiency and adoption.

## EXPERIENCE

### UX RESEARCH MANAGER | CREDERA | 2021 – PRESENT

- Lead **strategic research initiatives across industries** including financial services, healthcare, and automotive, ensuring insights directly inform design and development.
- Partner with executive stakeholders to define **customer-centric strategies** and optimize digital experiences.
- Introduced new research frameworks and toolkits, adding 10+ new methodologies to our UX/CX portfolio.

### DIRECTOR OF UX RESEARCH OPERATIONS | USABILITY SCIENCES | 2018 – 2021

- Built and **managed a team of 10+** researchers, delivering high-impact UX and CX engagements for Fortune 500 clients.
- Scaled research operations by streamlining processes and introducing new tools, reducing project turnaround time by 25%.
- Partnered with executives to align research insights with corporate strategy and client portfolio direction.

### MANAGER, CUSTOMER SUCCESS | USABILITY SCIENCES | 2016 – 2018

### SENIOR USER EXPERIENCE SPECIALIST | USABILITY SCIENCES | 2013 – 2016

### USABILITY ANALYST | USABILITY SCIENCES | 2011 – 2013

- Directed **usability testing, expert reviews, and cross-platform evaluations** for top-tier clients in technology, communications, finance, and healthcare.
- Delivered actionable insights that drove measurable improvements in conversion rates, engagement, and task success.
- Designed and implemented internal research tools (employee portal, webcam viewer, inventory system) improving researcher efficiency and employee satisfaction.

### RESEARCH ASSISTANT | SOUTHWESTERN UNIVERSITY | 2010

- Conducted human factors research in a driving simulator, developing scenarios on texting while driving, change-blindness, and traffic conditions.

### INDEPENDENT DEVELOPER (SIDE PROJECTS) | FIREWOOD SOFTWARE

- Designed and developed iOS applications and custom keyboard extensions, achieving **2,000+ paid downloads**.