The Indiana Jones of CX Research & Design | Principal Experience
Designer @ HUMMs | Insights, Innovation, and Generative AI
Greater Boston

Top Skills

Business Storytelling
Workshops
Service Design

Certifications

Insights for Innovation
Mastering CX 2022
Generative AI Essentials

Summary

Here's why Apple works with me as a CX designer:

capture consumers' POV and sentiment, distilling them into
actionable insights to make informed decisions.
break down complex concepts into simple, bite-sized pieces.
am the kinda guy you can count on.

You're here because you want to:
1 Grow market share with target consumers
2 Align product branding with marketing campaigns
3 Improve workflow processes or service offerings
4 Viability test concepts to an audience

And it would be best if you had a CX designer who could translate
complex data into a story that speaks to the specific opportunities
and challenges clients face.

Which (shocker alert) just so happens to be what I do.

A CX designer who won't stop until your customers are smiling so
hard their faces hurt. Or until your sales improve. Whichever comes
first. ☺

But you're not entirely interested in me; Results matter.

Feast your eyes:

THE COMPANY

A major B2C paint company across USA and Canada is seeking to grow its consumer base to include a specific audience.

THE PROBLEM
They needed a pure lens to understand the unique ways this audience connects to the paint industry.

THE METHODS
We utilized various research techniques to get strategic insight into their target audience, including:
3-month longitudinal experience journaling
In-depth interviews
Validation surveys

THE RESULTS
The company now has a research-based foundation to guide executive strategy and business decisions.

My offer in 3 words: MOVE BEYOND ASSUMPTIONS
I conduct and facilitate mixed research methods and qualitative data, distilling the outputs to craft a story that speaks to users' insights, opportunities, and challenges.

I've joined many teams as a CX researcher, ultimately boosting companies like:

Apple
Behr
Forrester
Kraft-Heinz
Marriott
Michelin

Experience

American Tire Distributors
Customer Experience (CX) Design & Insights Manager
March 2024 - Present (4 months)
Charlotte, North Carolina, United States

American Tire Distributors (ATD) is North America's largest and most innovative distributor in the replacement tire and automotive industries. With a vision to be the most connected and insightful automotive solutions provider, ATD leverages a world-class team to offer products, programs, and services that help customers thrive and drive into the future.

HUMMs.io
Principal Customer Experience (CX) Designer
January 2018 - Present (6 years 6 months)
Merrimack, New Hampshire, United States

Guided brands like Apple, Behr, Forrester, Kraft-Heinz, Marriott Global, IPSOS, and Michelin, moving them beyond assumptions to deliver collaborative, evidence-based insights and solutions.

- Service Portfolio: Specializes in Product Design, Qualitative Research, Prototyping, and Testing, employing a variety of innovative approaches.

- Qualitative Research Design: Expert in designing and conducting qualitative research studies using the most effective methods, tools, and approaches to align with project goals and deadlines,

- Data Collection Proficiency: Skilled in raw data collection including preparatory and secondary research, self-ethnography, online-ethnography, participant observation, qualitative surveys, in-depth interviews, focus groups, and co-creative workshops.

- Data Synthesis and Analysis: Utilizes the latest technology and tools for qualitative data synthesis and analysis, delivering actionable insights to meet business objectives. Profound knowledge and experience in qual-quant research tools.

- Insight Communication: Adept at communicating findings to project stakeholders and executives, translating complex data into a cohesive narrative that highlights insights, opportunities, and challenges.

Project Management Institute
Sr. Customer Experience (CX) Designer
April 2022 - January 2024 (1 year 10 months)
United States

Project Management Institute (PMI) is a global leader in project management, offering certifications, training, and industry standards recognized worldwide. PMI sets the bar for excellence in project, program, and portfolio management, empowering professionals to achieve better outcomes.

- Spearheaded key initiatives in B2B, product portfolio, and Front-Lines Gen AI, sparking major innovations.

- Applied design and systems thinking to shake up the status quo and open new market frontiers.

- Drove product excellence, from evaluation to reinvention, pinpointing opportunities for groundbreaking change.

- Key player in enhancing learning products, aligning them with the latest in edtech.

- Conducted in-depth analysis on 19 products, blending strategic insight with a keen eye for improvement.

- Mastered mixed-methods research to boost product impact and customer experience across multiple journeys

C Space
Sr. Customer Experience (CX) Research and Design
August 2021 - January 2023 (1 year 6 months)
United States

C Space is a pioneering customer agency that bridges the gap between brands and their customers through insightful strategies and innovations, creating stronger business relationships. With a diverse team of over 400 professionals worldwide, they offer a wide range of services including customer insight, strategy, and co-creation to make brands culturally relevant across the globe

- Partnered with giants like Apple and Kraft Heinz, using sharp CX insights to revamp their customer journeys and sharpen their market edge.

- Drove a CX makeover, diving deep with design thinking and research over three months to unlock what really makes target customers tick.

- Led strategy pow-wows, aligning product vibes with marketing mojo, turning video focus group gold into design decisions that hit the mark.

- Turned customer chatter into strategic masterpieces, painting the big picture with infographics that reshaped how brands are seen and felt.

Strategize This
Producer
October 2020 - July 2022 (1 year 10 months)

Strategize This is a unique blend of conversation and interviews rooted in the creative industry.

MAARK
CX Research and Design
September 2021 - March 2022 (7 months)
Boston, Massachusetts, United States

MAARK, now a part of WillowTree, is a digital transformation agency that specializes in Adobe Experience Cloud, comprehensive strategy and design services, to better serve Fortune 500 companies.

- Partnered with Forrester and Marriott, injecting fresh CX strategies to redefine their customer journeys.

- Kicked off a focused, 45-day CX investigation, blending design thinking with practical research to prototype a game-changing Internal tool reshaping tech-stack globally for specific processes.

- Drew insights from global event feedback, piecing together a visionary plan for next-level service offerings.

- Cut through complexity with targeted interviews, mapping out a clear path to iron out service experience wrinkles, ensuring solutions truly hit the mark.

Education

Southern New Hampshire University
Bachelor of Business Administration - BBA, Graphic Design · (2018 - 2019)

Southern New Hampshire University
Associate's degree, Business Administration, Management and
Operations · (2015 - 2018)

New England Institute of Technology
Associate's degree, Automotive Engineering Technology · (August 2012 - June
2015)