

Nick Weinel

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Senior UX Researcher with 7+ years of experience improving digital and physical experiences across private sector, non-profit, and government clients.

- **Skilled in generative and evaluative research** to inform strategy, design, and development.
- **Lead multiple teams** to modernize and drive measurable improvements in usability, comprehension, and navigation patterns for government sites with 260+ million active users.
- **Builds research ops and stakeholder alignment** to turn insights and recommendations into implemented solutions.

Education:

Bachelor of Science, Marketing / Bachelor of Arts, Economics | August 2014 – December 2017

University of Maryland at College Park

Strategic Design and Innovation Fellows Programs | August 2016 – December 2017

University of Maryland at College Park

Work Experience:

Research & Team Lead - Fearless | July 2024 - Present

- Lead & manage a team of 10 UX professionals on a contract worth \$5.1 Million spread across 4 different workstreams by breaking down siloed work environments, facilitating knowledge sharing, and promoting professional growth
- Interlace service design and user research to comprehend complex relationships and systems through generative qualitative research, comprehensive service blueprints, integrated data analysis, and targeted quantitative research
- Proposed, verified, and delivered process and UX improvements for both customers and internal staff through 100+ trauma informed research sessions across 10 research projects
- Modernize legacy content by overhauling 10+ year old communications, online content, and information architecture on a government site with 260+ million active users yearly, resulting in more transparent and empathetic content for customers and a decrease in support requests for internal staff.
- Manage interconnected relationships with personnel from 3 different government agencies and varied levels of seniority, which removes process barriers and blockers and builds universal understanding and buy-in to our mission

User Researcher II - Fearless | June 2022 - July 2024

- Conduct user research using best practices and mixed methods
- Synthesize and analyze data and user feedback to make recommendations and guide project direction.
- Expand and organize research operations capabilities and resources company wide.
- Collaborate with stakeholders and developers to build consensus and project direction.

Project User Experience Specialist – UserWorks | January 2021 - May 2022

- Spearheaded usability testing for high-profile clients by moderating studies, analyzing data, and proposing recommendations to information architecture, interaction design, user interface, and overall user experience.
- Led FDA certification process of developmental medical devices through formative and summative testing.

Staff User Experience Specialist – UserWorks | May 2018 – January 2021

- Executed UX methodologies such as user interface design, tree testing, product usability evaluations, persona creation, and usability testing for clients
- Overhauled recruiting practice by categorizing database into relevant subsets and applying histories and tags to improve recruiting accuracy and efficiency

Leadership Experience:

Co-Founder, Fearless Research Society | March 2024 - Present

Collaborator & Assistant Professor - Competitive Advantage II, MICA | March 2025- Present

Guest Speaker - Foundations of UX course, MICA | April 2023 - Present

Speaker, UX Professional Association D.C. Chapter | November 2019

Certifications & Awards:

UX Research (Uxcel) | UX Writing (Uxcel) | Fearless “Guide from Beside” award winner, 2023

Skills:

Research and Design Skills: User-centered design | Information architecture | Generative research | Evaluative research | Contextual inquiries / walkthroughs | Concept and prototype testing | A/B testing | Usability testing | User interviews | Card sorting | Tree testing | Survey design | Prototyping | Wireframing | UX writing | Data synthesis | Thematic analysis | Customer journey mapping | Finding and recommendation storytelling and presentation | Participant recruitment and sampling | Research operations | Trauma-informed design

Leadership and Operational Skills: Workshop facilitation | Meeting design | Goal setting | Stakeholder management | Conflict resolution | Morale management | Strategic planning

Tools: UserTesting | UserInterviews | Optimal Workshop | Dovetail | ProvenByUsers | Google Analytics | Qualtrics | SurveyMonkey | Confluence | Jira | Figma | Hemingway | Excel