

# Nick Weinel

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## Work Experience:

### Senior User Researcher - Fearless | July 2024 - Present

- Lead both generative and evaluative mixed-methods research across concurrent multi-phase projects on a \$5.1M contract, combining moderated interviews, usability testing, tree testing, service design, behavioral analysis, and large-scale survey design to drive product roadmap decisions for government platforms serving 260+ million users.
- Modernize legacy information architecture and content for a child abduction prevention program, empowering clients to seek direct user feedback for the first time in 15 years and resulting in more transparent, empathetic customer communications and a 36% decrease in internal support requests.
- Facilitate ideation and prioritization workshops with groups of 20+ senior executives and cross-functional leaders across 3 different government agencies, building alignment on short- and long-term research strategy and product direction.
- Build and scale research operations infrastructure including standard procedures, documentation, and toolkits using UserTesting, Dovetail, EnjoyHQ and Qualtrics, enabling multiple agile product teams to conduct compliant, high-quality generative and evaluative research independently.
- Conduct 100+ trauma-informed research sessions with vulnerable populations (remote moderated and remote unmoderated), safeguarding participant PII(Personal Identifiable Information) and translating deep user empathy into actionable product specifications that improved customer trust and safety in product communications by 30%.
- Partner with data scientists to triangulate quantitative analysis of 50,000+ user sessions with qualitative insights, operationalizing AI sentiment analysis tools to help build comprehensive pictures of user behavior and distilling complex findings into clear, actionable recommendations for stakeholders at all levels.
- Mentor a team of 10 UX professionals, establishing psychological safety, breaking down siloed work environments, facilitating knowledge sharing, and promoting professional growth.
- Inform survey design and execution across multiple research initiatives, analyzing results from 50+ countries using AI-assisted synthesis and coding flows to identify behavioral trends, surface user pain points, and generate insights that influence product roadmap decisions and organizational change.
- Present research insights through compelling, data-backed storytelling and visualizations that make complex findings accessible to diverse audiences, driving alignment and implementation across product, engineering, and operations teams.
- Embedded with operations teams of foreign and civil service officers to translate UX research findings into modernization roadmap and service redesign recommendations for routine and emergency service delivery and posts and embassies worldwide.

### User Researcher II - Fearless | June 2022 - July 2024

- Conducted qualitative and quantitative research across multiple concurrent product initiatives for complex government healthcare systems, and reduced time-to-research from 2 months to 2 weeks for a low research maturity organization through client relationship building, stakeholder co-design, and collaboration with designers and engineers in Agile squads to communicate the business value of UX research.
- Co-founded the Fearless Research Society, an internal community of practice and mentorship group that built UX research capability organization-wide, enabling researchers and non-researchers alike to share, learn, and apply user research skills and best practices.
- Built and maintained a Dovetail research repository and SOP's for 13 integrated HCD teams, increasing resource page visits by 85% and reducing time-to-insight for teams working on fast-moving product decisions.
- Collaborated with stakeholders and developers to test hypotheses, build shared understanding, and drive consensus on product direction.
- Compiled client assessment analyses using performance data and sentiment analysis methods, shaping company financial and client relationship strategy for Fearless executives such as CFO and Chief Delivery Officer.

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

- Led end-to-end usability research for high-profile clients including Spotify, USPS and Bluecross/BlueShield, scoping

and moderating research studies and delivering research recommendations that manifested into meaningful product improvements for customers.

- Oversaw FDA certification of three different medical devices through formative and summative usability testing, navigating regulated, high-stakes research environments to deliver key findings and compliance reports.
- Built and managed a research panel of 4,000+ participants; designed and deployed large-scale survey research and improved response rates by 12% through optimized instrument design and targeted recruitment strategies.
- Partnered and embedded with client teams of product, engineering, and clinical stakeholders, ensuring the tone, quality, and detail of research support and recommendation met internal team needs.

#### **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 in the government, non-profit, education, healthcare, and private sector space.
- Spearheaded winning submission of UX Strategy challenge for UXPA Boston Chapter, which outlined the balance of short term and long term goals necessary to improve the UX maturity of an organization.

#### **Education:**

##### **Bachelor of Science, Marketing / Bachelor of Arts, Economics**

University of Maryland at College Park

##### **Strategic Design and Innovation Fellows Programs**

University of Maryland at College Park

#### **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:**

Fearless “Guide from Beside” award winner for exceptional client relationship management, 2023 | Data Analytics & UX (NNG) | UX Research (Uxcel) | UX Writing (Uxcel)

#### **Skills:**

**Mixed-Methods Research:** Multi-phase study design | Qualitative interviews | Moderated & unmoderated usability testing | Survey design & execution | CSAT & user sentiment analysis | Longitudinal research | Ethnographic & service design research | Concept & prototype testing | A/B testing | Card sorting | Tree testing | Behavioral data analysis | Diary studies | Thematic analysis | Statistical analysis | Data visualization | Participant recruitment & sampling | Regression analysis

**Research Operations & Enablement:** Research operations | Platform & toolkit development | Research repository management | Documentation & best practices | Stakeholder enablement | Workshop facilitation | Storytelling & presentation | Strategic planning | Research program scaling | Mentorship & team development | Information architecture | User-centered design | Service design | Trauma-informed & inclusive design

**Cross-Functional & Consulting:** Stakeholder management | Workshop facilitation | Meeting design | Goal setting | Conflict resolution | Morale management | Client relationship management | Cross-functional collaboration | Agile / sprint-based research | User flow mapping | Customer journey mapping

**Domain Experience:** Large-scale digital service ecosystems | Government & public sector platforms | Multi-stakeholder enterprise environments | Medical device research (FDA) | Healthcare platforms | Higher education & learning products

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