

# Maureen A. Barlow

## Senior User Experience Researcher

### PROFILE

I'm a seasoned user experience designer and researcher with 9 years of experience in UX research and design. I received my Master of Science in Human Factors in Information Design from Bentley University.

As someone who uses active listening to interact with colleagues and diffuse challenging situations, I appreciate opportunities to make a difference. I love presenting information in groups and at conferences, as well as mentoring junior UX professionals.

 Boston, MA

 [linkedin.com/in/pixelgem](https://www.linkedin.com/in/pixelgem)

### PORTFOLIO

[www.pixelgem.com](http://www.pixelgem.com)

### SKILLS

User-centered design & design thinking  
Qualitative & quantitative research  
Usability testing  
User & stakeholder interviewing  
Workflow & task analysis  
Card sorting & tree testing  
Prototyping: Axure, InVision, XD  
Design: Sketch, Photoshop, Illustrator  
Persona creation  
Contextual inquiry  
Survey design  
UX workshop design & facilitation for stakeholders & product teams  
Agile & Kanban methodology  
eLearning & instructional design  
Front-end dev: HTML, CSS, JavaScript

### EDUCATION

CERTIFICATE | 2018  
Business Analytics  
*Harvard Business School Online*

MASTER OF SCIENCE | 2012  
Human Factors in Information Design  
*Bentley University*  
Graduated with distinction

BACHELOR OF SCIENCE  
*University of Rhode Island*

### EXPERIENCE

**Senior Experience Design Researcher**, Apr 2019 - present  
*Waters Corporation* | Milford, MA

Responsible for the CX (customer experience) and UX (user experience) research -- including usability testing, user interviews, survey design, and qualitative data analysis -- for Waters' LC-MS (liquid chromatography - mass spectrometry) equipment and associated interfaces.

Focusing on internal users (such as Waters chemists, field service engineers, reliability engineers, warranty specialists, and content developers), in addition to end users. Working within Waters' new XDC -- Experience Design Center -- in Milford, MA.

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**Senior User Experience Architect (5-month contract)**,  
Oct 2018 - Mar 2019  
*Fidelity Investments* | Boston, MA

Created the user experience and interaction design for Fidelity.com, specifically regarding messaging, notifications, alerts, and eDelivery preferences.

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**Senior User Experience Researcher**, Feb 2016 - Sept 2018  
*Harvard Business Review* | Brighton, MA

Conducted UX research and design as a senior member of the Product Management team to inform improvements to the HBR.org experience, using Agile methodology while working closely with the visual design and tech teams. Instituted UX research program at HBR, bringing qualitative analysis to their repertoire. Managed the Associate User Experience Designer on the team.

## EXPERIENCE, cont'd

### Senior User Experience Architect, Apr 2015 - Dec 2015

*Inflexxion, Inc.* | Newton, MA

Conducted user experience research to inform ongoing improvements and upgrades to existing product lines, and to establish the user experience for new products.

Sampling of projects:

- Led the UX effort for the redesign of the company website.
- Conducted a series of usability tests and user interviews regarding PainCAS, an online pain management product.
- Conducted user interviews for a PCORI study on a text-message-based program for Medicaid patients with chronic pain in Rhode Island.

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### User Experience Specialist, Sept 2011 - Oct 2014

*MathWorks, Inc.* | Natick, MA

Led user-centered design activities related to Simulink, one of MathWorks' products. Worked with an assigned development team to understand the user-centered design requirements and developed creative solutions for meeting those needs. This included interviewing users, developing personas, creating paper and digital prototypes, determining user workflows, as well as designing and conducting usability studies.

- Created low-fidelity prototypes of UIs and workflows for a new Simulink feature. Greatly reduced existing pain points that users experienced using Simulink without the new feature.
- Conducted usability tests with customers using paper and digital prototypes. Determined users' workflows, discoverability, ease of use, and required changes for the next release cycle.
- Conducted requirements and workflow analyses with team and documentation writer. Ensured that personas and pain points were understood before proceeding to UI design.

## SPEAKING & TRAINING ROLES

- 7th Annual IT Summit at Harvard University | Cambridge, MA | June 2017  
"Using Personas to Create Awesome Experiences"
- Usability Testing Training at Harvard Business Review | Brighton, MA | December 2016  
"Unmoderated Usability Testing with UserTesting.com"
- MathWorks UX Symposium | Natick, MA | October 2013  
"Changing the Way You Persuade"
- DevLearn 2011 | Las Vegas, NV | November 2011  
"User Interface Design for Your LMS"
- DevLearn 2010 | San Francisco, CA | November 2010  
"Learning, Learning Everywhere: Organizing Your Learning Content for an LMS"

## PROFESSIONAL MEMBERSHIPS

User Experience Professionals Association (UXPA)  
BostonCHI

