MARIE MCGWIER

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WHAT I DO:

I use mixed methodologies to study how humans navigate the web, integrate findings into product and business strategy, and communicate concepts to stakeholders for buy in.

EDUCATION:

Boston University
College of Communications
B.S. Comms, Minor in Sociology

WHERE I DO IT:

Senior UX Researcher, ASK Applications — a division of IAC Applications

January '13 - present

I work on a very small team of dedicated researchers. We *built a UX Research department from the ground up* and focus on impactful generative and evaluative research within five primary domains:

Browser Extensions
I study how people interact with extensions, applying findings to recommend new products and KPI enhancing optimizations to our portfolio of directly marketed browser products with over 120 million monthly active users.

Search
I qualitatively and quantitatively analyze search logs and 100,000 query data sets, visualize and communicate insights, and apply findings to improve engagement and retention metrics on both SERP and browser products.

Mobile Applications
I work with one of the top iOS and Android app publishers to conduct exploratory and confirmative research within utility and lifestyle domains, delivering research, wireframes and monetization strategy insights to the GM and VP.

Enterprise Tools
I perform contextual inquiry and in-person interviews to gain an empirical understanding of the hurdles and opportunities we face within our proprietary platform, applying findings to reduce friction and increase productivity.

Machine Learning
I work cross-departmentally to create Machine Learning training data sets, checking their efficiency against HCD principles in order to design a query categorization system used to improve retention and engagement metrics on SERP.

I also lead and facilitate cross-departmental ideation sessions that encourage interdisciplinary collaboration within the company, generating new product concepts and optimizations.

RELEVANT SKILLS:

Mixed methods research
Data visualization
Paper prototyping
Business strategy
Contexual inquiry
Machine Learning

PROGRAMS:

Usertesting.com
Surveymonkey
MTurk
Sketch App
Excel / Sheets
Google Analytics

OTHER PROJECTS:

If You Want It, LTD (@genderisover)
January '15 - present

A 501(c)(3) hybrid community / fundraising initiative that supports free expression for folks of all genders.