

TOM GLANZ

Sr. UX Research Manager | 10+ years experience in industry | MA, Social Sciences; BS, Psychology

Advocating for all humans to have empowering experiences through hypothesis-driven innovation and UX research methodologies.

RESEARCH SKILLS

- **Team Leadership** – Define team charter & strategy, execute hiring, align plans to business goals, onboard & support team members.
- **Partner Relations** – Research plan development, team education and consultation for sprints, storytelling, and consistent engagement.
- **Quantitative** – Attitudinal, A/B testing, expert survey design, SUS, NPS, and Kano metrics; experimental design and statistical analysis.
- **Qualitative** – Formative and summative usability expert and trainer; heuristic evaluations, focus groups, contextual inquiry, field work, process mapping, generative card sorting, interviewing, trend analysis, co-creation, evocative audio and video highlights production.
- **Tools** – Expert user of research tools (Qualtrics, Dscout, Usertesting.com, etc.), recording software (OVO), and MS Office. Experience with SPSS, content-based web management systems, Premiere Pro, biomarkers; introductory R and HTML experience.

RESEARCH EXPERIENCE

Microsoft

Senior UX Research Manager; prev: UXR, UXR II, Sr. UXR: Windows Experiences (Experiences + Devices) August 2017 – Present

- Lead researcher for Intelligence on Windows and Responsible AI (1.5 years); led feature areas for Windows 11 launch including partner relationship development, research plan management, insight curation and activation, and end-to-end user research techniques.
- Prioritized and created action plans for top Windows UX risks via meta-analysis of 20 studies, heuristic evaluation series with senior leadership, collaboration with social listening teams, and external flighting data from the Windows Insiders Program.
- Led team of 2 FTE researchers (2/22 – present) on horizontal Windows 11 research including Benchmark and Usability engines.
- Led multi-phase study on device ecosystems, needs, and attitudes; concept tested cross-device features with impact on future planning.
- Implemented and led ADO tracking system for requests and studies; yearly recap readouts to leadership to drive team growth and visibility.

Microsoft (CompuCom Systems 2013-2015; Aditi Technologies 2015-2017)

User Research Engineer/Specialist with Studios User Research & Windows Experiences User Research August 2013 – August 2017

- HoloLens and Experiences researcher: end-to-end user research for HoloLens, Paint 3D, Remix 3D, and tented projects.
- Executed 40+ mixed-method studies internally (Xbox One, HoloLens, Windows Apps, Microsoft Studios) and for competitive benchmarking.
- Conducted quantitative, qualitative, and heuristic reviews; delivered Kano Model results, SUS, usability metrics, and attitudinal results.
- Delivered user-based outcome tracking throughout product lifecycle with demonstrated usability improvement.

Psychster, Inc.

User Research Analyst March 2011 – April 2012

- Lead special analyst on Microsoft Office Trial Usability: attended research design meetings and communicated results directly to teams.
- Led remote interviews, analyzed, and reported findings on website and software usability in verbal, written, and video formats.

University of Washington

Research Assistant, Department of Psychology; 200+ volunteer hours Sept. 2008 – March 2011

- Collaborated on methodology, data collection, analysis, and presentation; coded essay data while accounting for inter-rater reliability.
- Operated galvanic skin response 'biopac' machine, collected saliva as a biomarker, and utilized Media Lab for data collection.

RELEVANT PAST WORK SKILLS

- **Team** – Close collaboration with Design & PM; strategic leader (planning & hiring); fierce advocate of using existing work to save resources.
- **Independent** – Independent researcher and Masters Thesis completion (Psychological Well-Being & Computer-Mediated Communication).
- **General** – Extensive knowledge of social sciences research, emergent technology, innovative methods, and passionate about sustainability.

RELEVANT PAST WORK EXPERIENCE

University of Chicago: Neighborhood Schools Program

Technology Assistant with University of Chicago Internet Project (CUIP) Nov. 2012 – June 2013

- Computer lab set-up; general technology troubleshooting; teacher and student assistance; strong independent work environment.

University of Washington

Teaching Assistant; Masters of Communication in Digital Media, "Research Strategy and Business Practice" March 2012 – June 2012

- Assisted students with SPSS assignments and research practices; graded assignments and gave project feedback.

Northwest Association for Biomedical Research

Science Education Web Consultant June 2011 – Sept. 2011

- Web design and content migration to meet launch date www.nwabr.org; reviewed and archived EDU materials to a national database.

EDUCATION

University of Chicago

MA Social Sciences; concentration in Psychology, Well-Being, Social Media, and Social Science methodology August 2013

University of Washington

BS Psychology, minors: Japanese and Music March 2009

EXTRAS

- Intermediate knowledge and minor in Japanese.
- Board Member: University of Washington Husky Marching Band Alumni Association, 2011-2012
University of Washington Graduates of the Last Decade Alumni Council (2 terms), 2017 - 2020

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