

MARCUS VANCE

SENIOR MIXED-METHODS UX RESEARCHER

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Professional Experience

Senior UX Researcher

San Francisco, CA

Synapse Technologies

2024 – Present

Lead mixed-methods research for Synapse's enterprise SaaS cloud analytics platform.

- Redesigned the core telemetry dashboard based on insights from 25 interviews, yielding a **34% reduction in user time-to-task** and a **22% increase in retention**.
- Established standard baseline metrics using the System Usability Scale (SUS) and Single Ease Question (SEQ) across quarterly release cycles.
- Partnered with Product Analytics to cross-verify qualitative usability drop-offs against quantitative product telemetry logs.
- Scaled a customer research panel from 50 to 500+ participants, cutting recruitment time by **75%**.

UX Research Specialist

Boston, MA

Nexa Health

2021 – 2024

Executed end-to-end research for critical patient-triage and mobile monitoring systems.

- Conducted contextual inquiries across 12 hospitals, identifying critical alert fatigue points in nursing workflows.
- Directed tree-testing and card-sorting with 150+ clinical users to restructure records navigation, decreasing search errors by **45%**.
- Developed interactive wireframes and tested design iterations in rapid usability testing cycles.
- Communicated research synthesis findings to product leaders, securing buy-in for patient portal redesign.

Associate UX Researcher

New York, NY

Vertex Financial

2018 – 2021

Conducted research for consumer-facing trading and financial planning applications.

- Conducted 35+ remote usability sessions for the retail investing onboarding flow, resolving 8 major usability blockers.
- Analyzed customer feedback surveys ($N = 1,200+$) using SPSS and R, driving a **12% lift** in successful account creations.
- Partnered with design teams to ensure UI patterns adhered to WCAG 2.1 AA guidelines.

Impact Projects & Wireframes

Enterprise SaaS Navigation Restructure (Synapse)

Conducted massive tree-testing to simplify complex user paths.

- **Usability Metrics:** SUS score increased from **61 to 84**.
- **Interactive Wireframes:** figma.com/synapse-navigation

Patient Alert Dashboard Optimization (Nexa Health)

Investigated ICU clinical alert noise and priority alert layout.

- **Usability Metrics:** Critical triage task response rate improved by **18%**.
- **Wireframe Prototype:** figma.com/nexa-alerts

Methodologies

Qualitative Methods

- Semi-Structured Interviews
- Contextual Inquiry
- Cognitive Walkthroughs
- Focus Groups
- Diary Studies
- User Journey Mapping

Quantitative Methods

- Usability Testing (SUS, SEQ)
- Card Sorting & Tree Testing
- Survey Design (Qualtrics)
- A/B Testing Validation
- Behavioral Analytics
- Task Analysis

Tools & Software

Research & Testing

- UserTesting, UserZoom
- Optimal Workshop
- Qualtrics, Maze
- Hotjar, FullStory

Design & Analytics

- Figma, Adobe XD
- Miro, Mural
- Amplitude, Mixpanel
- SPSS, R, SQL

Education

M.S. in HCI Meridian University

Graduated 2018

B.S. in Cognitive Science Nimbus State University

Graduated 2016

Certifications

NN/g UX Master Certified

(Credential #94812)

Certified Usability Analyst

(Human Factors International)