bobthomasUXR@outlook.com

**20 years of
Management Experience**

**17 years of
Mentoring Experience**

**17 years of User Research
and Testing Experience:**
- Quantitative Studies
- Qualitative Studies
- Customer Interviews
- Ethnographic Research
- Contextual Inquiry
- Focus Groups
- Card Sorting

Additional Experience in:
- Design Thinking
- Lean UX
- Persona Development
- Journey Mapping
- Market Research

BOB THOMAS
USER RESEARCH CONSULTANT, LLC

60 Dudley Street, Unit 103, Chelsea, MA 02150 • www.bob-thomas.com

Summary

Bob Thomas is Founder and Principal of his own consultancy: Bob Thomas, User Research Consultant, LLC. He is also an Adjunct Professor in the Graduate Professional Studies program at Brandeis University, where he teaches User Experience Design, a foundational course in three Masters' programs.

Previously, he was Director of User Research at Liberty Mutual Insurance, where he worked for 11 years establishing a user experience research team, expanding best practices around usability testing and customer research, and scaling user research within the organization. His background includes user experience research, usability testing, design thinking, service design, graphic design, and product management. He is a frequent presenter at international, national, and local user experience events.

He is the former President of UXPA (User Experience Professionals' Association) Boston and the former Mentoring Lead for UXPA Boston Conferences. He holds an MBA in Marketing and International Business from Suffolk University, and an MS in Human Factors in Information Design from Bentley University.

Accomplishments

- Created a co-located user research team of 10 user research practitioners responsible for all digital-facing applications and websites
- Championed the accessibility practice for the organization, improving usability for all
- Promoted lean UX research methodologies for 40+ Agile squads, improving speed to market
- Refined study methodologies to include in-person and remote interactions with customers, leading to increased quality of results in desktop and mobile applications
- Paired qualitative with quantitative research and analysis, providing visibility into trends
- Created communication methods to share study results, increasing transparency in design decisions
- Led design thinking workshops, including customer interviews, persona and journey map creation, and prototyping and brainstorming, improving the quality of design solutions

He has specific expertise in improving the design and usability of products by emphasizing actionable, high-value aspects of the user experience:

- Working with executives to identify business objectives and product development needs
- Leading cross-functional teams, with a focus on user-centered research and design thinking
- Evolving a customer-centric, Agile way of working
- Supporting the delivery of best-in-class customer experiences
- Strengthening UX operations and culture

Running a Design
Thinking Workshop

Professional Experience

Founder and Principal, Bob Thomas, User Research Consultant, LLC
(October 2019 – present)
Partners with companies lacking knowledge in the areas of user-centered design, resulting in bottom-line improvements to both online self-service for their customers and usability of their desktop and mobile websites and applications.

- Creates and leads design thinking workshops, product roadmap workshops, and design sprints
- Creates and leads workshops on how to conduct user research interviews and usability tests
- Creates and runs large-scale quantitative benchmark studies
- Creates and runs exploratory interviews, usability tests, card sorts, and tree tests

Adjunct Professor, Graduate Professional Studies, Brandeis University, Waltham, MA
(April 2022 – present)
Hired to design and teach a course in User Experience Design, a foundational course in three Masters' programs

Director of User Research, Liberty Mutual Insurance, Boston, MA
(June 2008 – October 2019)
Started as an individual contributor in user experience research and built a team of 10 user research practitioners. Championed usability research and testing and elevated the profile of user experience in U.S. Consumer Markets. Furthered the "user experience mission" among all levels of the company. Focused on big picture thinking and key findings.

- Directed, managed, and led a co-located user research team
- Mentored team members
- Defended recommendations to management and stakeholders
- Designed usability tests, analyzed results, and recommended actionable changes
- Conducted in-person qualitative usability tests and large-scale quantitative usability studies
- Created and facilitated design thinking workshops
- Developed personas, journey maps, and service design blueprints
- Performed accessibility reviews within WCAG AA guidelines for websites and apps
- Led focus groups
- Designed a usability lab
- Created a usability wiki with all readouts and presentations

Research Associate, Design & Usability Center, Bentley University, Waltham, MA
(January 2007 - May 2008)
Improved the usability of applications by ensuring that products were easy to use, safe, satisfying, and profitable. Managed the usability testing and redesign of a corporate intranet, resulting in savings to the company of over $200,000 annually.

- Moderated usability tests, analyzed test results, and developed recommendations
- Performed web accessibility reviews within Section 508 guidelines for websites and apps
- Wrote test plans, moderator guides, surveys, and questionnaires

Running the UX Fair

Director of Product Management, Bitstream Inc., Cambridge, MA
(August 1999 - January 2007)
- Collaborated with marketing and engineering teams to launch font-rendering and text-composition solutions that served as cornerstones of the company's product lines
- Worked successfully with the People's Republic of China over a three-year period to receive certification for a technology solution that met government standards
- Developed product requirements documents and business cases

Mentoring Leads,
UXPA Boston

Education

Master of Science, Human Factors in Information Design
Bentley University, Waltham, MA

Master of Business Administration
Suffolk University, Boston, MA

Bachelor of Arts
University of Nebraska-Lincoln, Lincoln, NE

Graphic Design Certificate
Northeastern University, Boston, MA

Groups and Associations

- Former President, UXPA Boston (User Experience Professionals Association, Boston)
- Former Mentoring Lead, UXPA Boston Conference and UX Fair
- Boston CHI (Computer Human Interaction)
- SIG CHI (Special Interest Group on Computer-Human Interaction)
- UXPA International

Presentations, Panels, Papers

- *Podcast, 97 Things Every UX Practitioner Should Know, O'Reilly, November 2021*
  "Bring Rapid User Research Methods to Agile Teams"

- *Published Article, 97 Things Every UX Practitioner Should Know, June 2021*
  "Bring Rapid User Research Methods to Agile Teams"

- *Published Article, UXPA Magazine, December 2018*
  "UX Mentoring at Scale: A How-to Guide"

- *Presentation, UXPA International, June 2018*
  "Building a UX Brand"

- *Presentation, UXPA International, June 2016*
  "Faulty by Design: A Psychological Examination of How Our Decisions Are Guided and Made"

- *Published Case Study, Successful User Strategies and Roadmaps, Morgan Kaufmann, September 2015*
  "You Can Build a Successful UX Strategy, But Not in One Day"

- *Published Paper and Presentation, Human Computer Interface International, July 2013*
  "Merging Methodologies: Combining Individual and Group Card Sorts"

- *Presentation, UXPA International, June 2013*
  "Five Arguments Against Focus Groups - And How to Overcome Them"

- *Published Sidebar, It's Our Research, Morgan Kaufmann, November 2012*
  "Visual Survey Results"

- *Presentation, UXPA International, June 2012*
  "Five Rules for Mentoring New User Experience Professionals"

- *Panel, UXPA International, June 2012*
  "Building Out a User Experience Team: Making User Experience Relevant Companywide"

Presenting at UXPA