

# Mike Russell

## User Experience Researcher

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User Experience Researcher with over 11 years of proven expertise in leading and executing comprehensive user studies that have significantly enhanced system performance, usability, and user confidence across diverse customer-facing platforms. Skilled at collaborating closely with cross-functional teams, including project managers, developers, and designers, to craft innovative, user-centric solutions that align with and drive key business objectives.

## Experience

### Senior Researcher

GEICO Insurance Agency, Nov 2013-Present

- Led studies that established design and tone standards for GEICO's website and mobile app, including the patented "shopping bar."
- Directed end-to-end testing for bundled policies, improving completion rates and key metrics through user interviews, ideation sessions, and multiple rounds of moderated usability testing.
- Developed UX strategy for Amazon Alexa and Google Home platforms, driving innovation in voice interaction.
- Established testing methods for voice systems and improved practices for GEICO's IVR system.
- Created the research roadmap for GEICO's telematics initiative.
- Mentored junior UX researchers and designers, empowering them to conduct independent studies through formal mentorship and training programs.

## Accomplishments

- Reduced call handling time by 15% through optimized internal system testing and process improvements.
- Spearheaded the redesign of GEICO's sales application, resulting in a 2% increase in throughput.
- Outlined the UX Strategy for the GEICO mobile app that increased user engagement by 8%.

## Proficient Testing Methodologies

Moderated Usability Testing, Unmoderated Usability Testing, User Interviews, Tree Testing, Focus Groups, Ideation Sessions, Heuristic Reviews, Journey Mapping, Card Sorting (Open/Closed), Diary Studies, Preference Testing, Desirability Studies, Empathy Mapping, Wireframes, Concept Testing, Storyboarding, Clickstream Analysis, Benchmarking, Prototyping, Persona Development, Survey Development & Analysis

## Education

### Bachelors Degree in Chemistry

Virginia Polytechnic Institute and State University, 2011