

MARGARET AIKEN

SE Michigan/Remote

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UX RESEARCHER

ENABLING FASTER DECISIONS WITH CONFIDENCE

Empathetic and curious UX Researcher with a museum education background, skilled in Human-Centered Design. Excels in both generative and evaluative research methodologies. Collaborative team player integrating insights throughout the product development process. Proficient in user interviews, usability testing, A/B testing, surveys, and more. Passionate about creating intuitive products based on data-driven insights.

Soft skills:

- Active listener & Customer focused
- Organized & Action oriented
- Impactful storyteller
- Collaborative & Skilled facilitator
- Proactive & Effective communicator
- Resourceful lifelong learner

PROFESSIONAL EXPERIENCE

Ford Motor Company, Dearborn, MI

2020 to 2023

Design Researcher, (2022 – 2023)

Facilitated workshops with design and business partners to plan and execute user research across multiple platforms to design world-class user experiences. Domain knowledge in EV products, services, and subscriptions.

- Conducted 6 discovery & 17 evaluative research studies over 18 months using qualitative and quantitative methods in UserZoom and DScout. Research provided targeted recommendations including improving feature setup completion rates for Ford Charge Station Pro, customer satisfaction for Find a Public Charger, and retention rates for Service and Product Subscriptions.
- Presented social media reports, forum comments, app reviews, dashboard analytics, CX journey maps and competitive analyses to mitigate risk and improve product teams' confidence in decision making.
- Co-created appropriate fidelity and functionality prototypes in Sketch, Figma, and Powerpoint to gather valid data for in-vehicle HMI, Fordpass app, webview, and 3rd party apps.
- Prevented redundancy by documenting previous design and product decisions, and built a research repository in Sharepoint to share relevant insights from past research with stakeholders.

Product Designer, (2020 – 2021)

Designed 3 remote command and access features from concept to hi-fidelity using human-centered design and best-practices in accessibility. Made iterative improvements on 6 features in Fordpass, an app with over 6M global users. Provided concurrent design support for 3 product teams, delivering pixel perfect, hi-fidelity screens & SVG assets, coordinate copy updates, and assist with story acceptance in an Agile environment.

- Defined problem statements, created user journeys in Miro, made user flows, designed low & high-fidelity screens for iOS and Android using Sketch and a DSM, and built prototypes in InVision resulting in increased setup completion rate in Phone as a Key setup, and improving the Remote Start user experience.
- Assisted FordPass Senior Researcher with research, analysis, and presenting recommendations to developers and program manager to develop buy-in and trust for proposed design and interaction changes thereby reducing tech debt.
- Created a welcoming culture by onboarding new designers, serving as an informal mentor, hosting bi-weekly ideation meetings, design team social events, and planning the Product Design Monthly Forum.

Reframe.art, Remote

Freelance UX Researcher, (2019 – 2020)

Lead user experience researcher for a startup arts community. Created research roadmap, recruited interview participants, conducted remote interviews, and led collaborative workshops for final results synthesis and analysis.

- Worked collaboratively with team of stakeholders to create the UX research plan, and determine research methods to use, and metrics for success including improved engagement and retention.
- Translated research findings into actionable recommendations while assisting the UX Designer with creating high quality deliverables including journey maps, personas, and empathy maps.

ADDITIONAL RELEVANT EXPERIENCE

Port Huron Museums - Interim Executive Director, (2018)

Created a new organization chart and position descriptions to clarify reporting structure, solidify the team's workflows as well as improve program quality, fiscal performance, and fundraising for 6 historic sites.

Colby College Museum of Art - Linde Family Coordinator of School & Teacher Programs, (2015 – 2018)

Grew volunteer group by 45%, with a 94% retention rate over 2 years. Increased school attendance by 60% over 2 years by building relationships with key stakeholders. Managed staff, college interns, and volunteers.

Great Lakes Science Center - Director of Visitor Engagement (2013 -2015)

Saved \$30k in staff hours by conceiving of, prototyping, and planning the Duck Tape® Studio interactive exhibit inside the MythBuster's™ Traveling Exhibit. Created \$300k department budget while managing 3 federal and foundation grants.

Science Museum of Minnesota – Program Developer for School Audiences (2010 - 2013)

Grew student attendance by 219% and increased program revenue by 400% over in 1 year by reimagining the school field trip booking, marketing, cost structure, staffing, and customer experience. Performed discovery and evaluative research including focus groups, interviews, and surveys to understand needs and pain points.

EDUCATION

Master of Arts (MA), Museum Education, Tufts University, Medford, MA.

Bachelor of Arts (BA), Art History, Yale University, New Haven, CT.

High School Diploma, Phillips Exeter Academy, Exeter, NH.

TRAINING

Human-Centered Design: an Introduction, University of California San Diego, Coursera

Data Driven Design: Quantitative Research for UX, Interaction Design Foundation

The Influential Researcher Course, Dr. Ari Zelmanow

Atlanta Service Design Jam, Remote

Ask Like a Pro UX Research Workshop Series, Curiosity Tank

UX Design Intensive Certificate, General Assembly, Chicago, IL.

“Intro to Coding,” “Fundamentals of Web Development- HTML and CSS,” “Intro to Front End- Javascript,” “Intro to Back End” workshops, Grand Circus, Detroit 2019